

License! Global's TOP 100 Licensing Companies

Ranking	Company	Contact	Sales 2007	Sales 2006	Brands
1.	Disney Consumer Brands	Andy Mooney	\$26 B	\$24 B	Hannah Montana, High School Musical, Disney Princesses, Disney Fairies, Pixar's Cars, Chronicles of Narnia
2.	Phillips-Van Heusen	Kenneth Wyse	\$6.7 B	\$6.7 B	Van Heusen, Arrow, Izod, Bass
3.	Warner Bros. Consumer Products	Karen McTier	\$6 B	\$6 B	Harry Potter and the Order of the Phoenix, The Dark Knight, Speed Racer, Where the Wild Things Are
4.	Iconix	Yehuda Shmidman	\$6 B	NA	Candie's, Starter, Joe Boxer, OP, Cannon, Royal Velvet, Mudd, Mossimo
5.	Marvel Entertainment inc.	Paul Gitter	\$5.5B	\$4.8 B	Spider-Man, X-Men, Hulk, Iron Man, Fantastic Four, Avengers, Spider-Man & Friends
6.	Nickelodeon & Viacom Cons. Prod.	Leigh Anne Brodsky	\$5.5B	\$5.3 B	Dora, Diego, The Backyardigans, Ni-Hao, Kai Lan, SpongeBob SquarePants, South Park, Neopets
7.	Major League Baseball	Howard Smith	\$5.1 B	\$4.7 B	Major League Baseball
8.	Sanrio Inc.	Jennifer Campbell	\$5 B	\$5.2 B	Hello Kitty, Keroppi, Kuromi, Badtz-Maru
9.	Cherokee Group	Howard Siegel	\$4 B	NA	Cherokee, Sideout, Carole Little
10.	National Football League	Susan Rothman	\$3.4B	\$3.2 B	National Football League
11.	General Motors	Gene Reamer	\$3.4 B	NA	Chevrolet, Cadillac, GMC, Buick, Saturn
12.	National Basketball Association	Sal LaRocca	\$3 B	\$3 B	National Basketball Association
13.	Westinghouse	Allan Feldman	\$2.7B Est.	\$2.5 B Est.	Westinghouse
14.	MGA Entertainment	Janet Han	\$2.5 B	\$2.3 B	Bratz, Zapf Creations, Little Tikes
15.	HIT Entertainment	Peter Byrne	\$2.4B	\$2.3 B	Thomas & Friends, Bob the Builder, Barney, Fifi & the Flowertots, Angelina Ballerina
16.	Mattel Brands Consumer Products	Richard Dickson	\$2 B	\$2.2 B	Barbie, Fisher-Price
17.	NASCAR	Blake Davidson	\$2 B Est.	\$2.1 B	NASCAR
18.	Sony Pictures Consumer Products	Juli Boylan	\$2 B	\$1 B	Spider-Man movie, Ghostbusters, Surf's Up, Cloudy With a Chance of Meatballs
19.	20th Century Fox Lic. & Merch.	Elie Dekel	\$1.75 B	\$1.65 B	The Simpsons, Halo, Ice Age, Family Guy, Alvin & the Chipmunks, Fox Sports, 24
20.	Lucas Licensing	Casey Collins	\$1.5 B Est.	\$1.5 B	Star Wars, Indiana Jones
21.	Sesame Workshop	Maura Regan	\$1.5 B	\$1.35 B	Sesame Street, Pinky Dinky Doo
22.	Ferrari	Massimiliano Ferrari	\$1.5 B	NA	Ferrari
23.	Kathy Ireland Worldwide	Rocco Ingemi	\$1.4 B	NA	Kathy Ireland, Kathy Ireland Home
24.	Ford Motor Company	John Nens	\$1.4 B Est.	\$1.45 B	Mustang, Ford Trucks, Lincoln, Mercury
25.	Sunkist Growers	Kay Gray	\$1.4 B	\$1.3 B	Sunkist
26.	Pokémon USA Inc.	Caryl Liebmann	\$1.4B	\$1.3 B	Pokémon
27.	BBC Worldwide	Anna Hewitt	\$1.3 B	\$482 M	Doctor Who, Teletubbies, Planet Earth, In the Night Garden, Charlie & Lola, Top Gear
28.	Liz Claiborne	Barbara J. Friedman	\$1.2B	\$1.2 B	Liz Claiborne, Juicy Couture, Kate Spade, Lucky Brand, DKNY (partnered brand)
29.	Perry Ellis International Inc.	Maria Folyk-Kushneir	\$1.2 B	\$1.2 B	Perry Ellis, Gotcha, Axis, Original Penguin, Ping
30.	Peanuts	Joshua Kislevitz	\$1.2 B	\$1.2 B	Peanuts
31.	National Hockey League	Jim Haskins	\$1.2 B Est.	NA	National Hockey League
32.	Chrysler LLC	Debra Joester	\$1.2 B	\$1 B	Chrysler, Jeep
33.	Cartoon Network Enterprises	Christina Miller	\$1.1B	NA	Ben 10, Foster's Home for Imaginary Friends, Aqua Teen Hunger Force, Bakugan
34.	FremantleMedia Enterprises	David Ellender	\$1.1B	\$340 M	American Idol, Pop Idol, Price is Right, Family Feud, Password
35.	Jarden Corp.	Carlos A. Coroaless	\$1.1B	\$300 M	Mr. Coffee, Crock Pot, Sunbeam, Rival, Oster, Rawlings, Coleman, Grillmaster
36.	Universal Studios Cons. Prod. Group	Cindy Chang	\$1 B	\$1.5 B	Curious George, Land of the Lost, Land Before Time, Tale of Despereaux,
37.	WWE	Florence DiGiorgio	\$918 M	\$600 M	WWE, RAW, Smackdown, Wrestlemania
38.	Chorion	Eric Karp	\$900 M	NA	Mr. Men, Noddy, Olivia
39.	The Coca-Cola Co.	Cindy Birdsong	\$900 M	\$900 M	Coca-Cola, Diet Coke, Sprite, Fanta, Powerade, Vitaminwater
40.	American Greetings Properties	Tamra Knepper	\$870 M	\$700	Care Bears, Strawberry Shortcake, Sushi Pack, Madballs, Twisted Whiskers
41.	Harley-Davidson	Joanne Bischman	\$850 M	NA	Harley-Davidson
42.	Kellwood	Bernt Ullmann	\$850 M	\$750 M	Phat Farm, Baby Phat
43.	Frigidaire	Philip Raia	\$825 M	\$750 M	Frigidaire
44.	Caterpillar Inc.	Linda Stokes	\$817 M	\$644 M	Caterpillar, Cat
45.	Carte Blanche Greetings	Richard Edmondson	\$800 M	\$700 M	Me To You, Teddy Big Foot, Bobble
46.	Playboy Enterprises International Inc.	Adrianna Chinnici	\$800 M Est.	\$700 M	Playboy
47.	Whirlpool Corp	Dana Smith	\$656 M	\$610 M	Whirlpool, Maytag, KitchenAid, Magic Chef, Jenn-Air

48.	Everlast Worldwide	Mark R. Mckay	\$600 M	\$700 M	Everlast
49.	Hearst Magazines	Glen Ellen Brown	\$600 M	\$625	Country Living, Seventeen, Good Housekeeping, Esquire
50.	Hewlett-Packard	Marianne Cali	\$575 M	NA	Hewlett-Packard
51.	AT&T	Gail Stern	\$500 M	\$500 M	AT&T
52.	Beverly Hills Polo Club	Nina Vitale	\$500 M	\$400 M	Beverly Hills Polo Club
53.	The Lego Group	Stephanie Lawrence	\$450 M	\$200 M	Lego, Lego Star Wars (Co-brand), Bionicle
54.	Sean John	Todd Kahn	\$450 M Est.	\$450 M Est.	Sean John
55.	John Deere	Molly Reddish	\$439 M	\$400 M	John Deere
56.	Entertainment Rights PLC	Andrew Kerr	\$439 M	NA	Where's Waldo, Postman Pat, VeggieTales, Lassie, Gummy
57.	FIFA	Mark Matheny	\$400 M	NA	FIFA
58.	The Thomas Kinkade Company	Linda Mariano	\$400 M	\$360 M	Thomas Kinkade
59.	The Stanley Works	Deanna Caceres Cahn	\$300 M	\$300 M	Stanley Tools
60.	Major League Soccer	Stu Crystal	\$300 M	\$145 M	Major League Soccer
61.	Michelin	Daniela Gould	\$300 M	\$220 M	Michelin, The Michelin Man
62.	Nelvana Enterprises	Mark Northwood	\$300 M Est.	\$250 M Est.	Babar, Franklin, Max & Ruby, Ruby Gloom
63.	New Line Cinema	David Imhoff	\$300 M Est.	\$300 M	House of Horrors, Journey to the Center of the Earth 3-D, Inkheart
64.	Mars Retail Group	Debi Rosenfeld	\$265 M	\$172 M	M&M's
65.	National Trust for Historic Preservation	Michelle Alfandari	\$265 M Est.	\$241 M Est.	The National Trust
66.	CBS Consumer Products	Liz Kalodner	\$250 M	NA	Star Trek, CSI,
67.	Discovery Licensing	Polina Rey	\$250 M Est.	\$250 M Est.	Animal Planet, Miami Ink, LA Ink, Discovery Kids
68.	Source Interlink Media	Sean Holzman	\$250 M	\$250 M	Motor Trend, Lowrider, Hot Rod, Surfer, Slam, Skateboarder
69.	Tommy Bahama	Chrisann Furciato	\$240 M	\$220 M	Tommy Bahama
70.	The Goodyear Tire & Rubber Company	Glen Konkle	\$225 M	\$175 M	Goodyear
71.	Winchester	Jason Sutton	\$220 M Est.	NA	Winchester
72.	Viz Media LLC	Linda Espinosa	\$214 M	\$277 M	Naruto, Bleach, Blue Dragon
73.	Cadbury Schweppes	Lewis Goldstein	\$200 M	\$100 M	Dr. Pepper, 7Up, A&W, Hawaiian Punch, Cadbury, Snapple, Mott's, Yoo-Hoo
74.	National Geographic	John Dumbacher	\$200 M Est.	\$200 M Est.	National Geographic, National Geographic Kids
75.	Jim Shore	Joanne Olds	\$178 M	\$120 M	Jim Shore
76.	Invista	Chiaretto Calo	\$170 M Est.	\$180 M Est.	Lycra, Rimmel
77.	Timex	Janis Goodrich	\$165 M	\$164 M	Timex
78.	Kawasaki	Glen Konkle	\$160 M	\$155 M	Kawasaki, Kawasaki Racing Team
79.	Polo Ralph Lauren	Jeffrey Morgan	\$154.2 M	NA	Polo by Ralph Lauren, RLX, Rugby, RL Childrenswear, Chaps
80.	The Football Association	Sean McAuliffe	\$150 M	NA	The Football Association, England Football
81.	Jaguar	Esther Jolley	\$150 M	NA	Jaguar
82.	Cookie Jar Entertainment Inc.	John Gildea	\$130 M Est.	\$130 M	Doodlebops, Magi Nation, Caillou, Richard Scarry
83.	Nissan Motor Company	Glen Konkle	\$130 M	\$NA	Nissan, Infiniti
84.	Susan Winget	Sam Abell	\$110 M	\$100 M Est.	Susan Winget
85.	Taffy Entertainment	Cynthia Money	\$107 M	\$98 M	Hero: 108, Code Lyoko, Dive Olly Dive!, Mix Master, SamSam
86.	J.G. Hook Group LLC	Eric King	\$100 M Est.	\$100 M Est.	J.G. Hook
87.	Kraft Foods	Lori Gould	\$100 M Est.	\$100 M Est.	Oreo, Jell-O, A1, Kool-Aid, Planters, Kraft, Back to Nature
88.	The Trump Organization	Sara Nemerov	\$100 M	NA	Donald Trump
89.	Mark Burnett Productions	Sue Guercioni	\$80 M	NA	Are You Smarter Than a 5th Grader?
90.	Granada Ventures	Mel Beer	\$76 M	\$81.7 M	Numberjacks, Pocoyo, Bella Sara, Thunderbirds
91.	Beam Global Spirits & Wines Inc.	Angela Farrugia	\$76 M	\$55 M	Jim Beam, Courvoisier, Maker's Mark, Sauza
92.	World Poker Tour	Erica Swanson	\$75 M	\$75 M Est.	World Poker Tour
93.	Arm & Hammer	Allan Feldman	\$75 M Est.	\$75 M Est.	Arm & Hammer
94.	The Flavia Company	Karen Cahill	\$68 M	\$155 M Est.	Flavia
95.	Paul Brent	Ellen Seay	\$66 M	\$62 M Est.	Paul Brent
96.	Kellogg Co.	Kathleen Pavlack	\$65 M	\$120 M	Corn Flakes, Frosted Flakes, Pop Tarts, Keebler, Eggo, Special K
97.	Rachael Hale	David Todd	\$65 M	\$48 M	Rachael Hale
98.	The Hautman Brothers	Marty Segelbaum	\$64 M Est.	\$62 M Est.	The Hautman Brothers
99.	Mack Trucks	Philip Raia	\$60 M Est.	\$60 M Est.	Mack Trucks
100.	Scholastic Media	Leslye Schaefer	\$50 M	\$50 M	Goosebumps, Clifford, WordGirl, Dragon, Turbo Dogs