

# THE TOP 100 GLOBAL LICENSEES

**An exclusive list of the top suppliers in over 20 merchandise categories.**

The second annual Top Licensees special report features the key data of 100 licensee companies from every major product category. *License! Global* expanded this year's list from 75 licensees reported in 2006, and this year is including companies based outside the United States.

The Top 100 Global Licensees is recognized as an invaluable resource for retailers and licensors and a quick and easy year-round reference guide.

The exclusive report includes contact information, primary business, licenses held, and competitive point of difference for each company. The categories include apparel, accessories, collectibles, electronics, food and beverage, gifts, greeting cards, health and beauty, home decor, housewares, music, video, party goods, pet products, publishing, toys, trading cards, video games, sporting

goods, and stationery products.

*License! Global* solicited nominations from retailers and licensees with a ballot posted on its Web site, [www.licensemag.com](http://www.licensemag.com). Nominations were based on the following criteria:

- Successful relationships between retailers/vendors and licensor/licensee;
- Product performance at retail;
- Quality, design, and innovation of licensed product; and
- Effective promotional materials and in-store collateral.

The *License! Global* editorial staff compiled and edited the Top 100 Licensee list, which is presented alphabetically. The list is not a ranking, but a resource guide of the top licensees based on important criteria recognized by executives industrywide.

**A. Aronson Inc. (www.aronsonusa.com)**

Bruce Aronson, president  
900 Broadway, Suite 1004, New York, NY  
10003

Tel.: 212 777-2337

**SAMPLING OF LICENSES:** Campbell's Soup, Crayola, Franco-American, Frito-Lay, General Mills, Green Giant, Hostess, Keebler, Kellogg's, Kraft, Meow Mix, Oscar Mayer, Pepperidge Farm, Wonder Bread.

**PRIMARY BUSINESS:** Housewares, specializing in kitchenware, tabletop, and juvenile products.

**POINT OF DIFFERENTIATION:** Beyond being in the traditional housewares business for more than 30 years, A. Aronson consistently has focused on developing new housewares—branded products that consumers find useful. In addition, the company has assembled a stable of licenses that represent the most powerful brands in each of its categories. All Aronson products are consumer and quality tested by both its test kitchen and independent laboratories.

**Accessory Network**

**(www.accessorynetwork.com)**

Karyn Weiss, vice president, licensing  
350 Fifth Ave., 4th floor, New York, NY 10118  
Tel.: 212 842-3000

**SAMPLING OF LICENSES:** Bratz, Calvin Klein, Care Bears, Hot Wheels, Looney Tunes, Peanuts, Power Rangers, SpongeBob SquarePants, So Girly, Winx Club.

**PRIMARY BUSINESS:** Bags and accessories for men, women, and children.

**POINT OF DIFFERENTIATION:** Founded in 1983, Accessory Network has experts in every area of the business who provide a crucial link between the company and retail, communicating the need for product differentiation, margin objectives, and inventory management. The combination of Accessory Network's trend-right products, systemic category analysis, exciting brands, and consumer insight consistently surpass retailers' expectations.

**ACI International (www.aciint.com)**

844 Moraga Dr., Los Angeles, CA 90049  
Tel.: 310 889-3400

**SAMPLING OF LICENSES:** Dreamworks, Margaritaville, Mattel, MGA Entertainment, Nickelodeon, Ocean Pacific, Shaq, Starter, Warner Bros.

**PRIMARY BUSINESS:** Men's, women's, and children's footwear.

**POINT OF DIFFERENTIATION:** Focused on building footwear brands for long-term growth and stability, ACI International designs and markets athletic as well as

casual/fashion brands throughout all channels of retail distribution.

**Adidas (www.adidas.com)**

5055 N. Greeley Ave., Portland, OR 97217  
Tel. (in U.S.): 1-800-448-1796

**SAMPLING OF LICENSES:** David Beckham, L.A. Galaxy, National Basketball Association, Mexico Football Federation.

**PRIMARY BUSINESS:** Athletic footwear, apparel, and accessories.

**POINT OF DIFFERENTIATION:** A simple and unwavering passion for sport and the benefit of 50 years of innovation, in the spirit of founder Adi Dassler, allows adidas to continue to stay at the forefront of technology.

**American Greetings**

**(AmericanGreetings.com) (AGPBrands.com)**

Jaye Lewis, Trade Media Relations  
One American Rd., Cleveland, OH 44144  
Tel.: 216 252-7300

**SAMPLING OF LICENSES:** Strawberry Shortcake, Care Bears, Classic Holly Hobbie, Holly and Friends, Twisted Whiskers, Sushi Pack, Pretty Freekin Scary, Maryoku Yummy, Mad Balls, Poppies, and Tinpo.

**PRIMARY BUSINESS:** Corporate AG (creation, manufacture, and distribution of social expression products); AGP Brands (consumer products and entertainment).

**POINT OF DIFFERENTIATION:** American Greetings celebrated its 100th anniversary in 2006, and is one of the world's largest manufacturers of social expression products. Along with greeting cards, its product lines include gift wrap, party goods, stationery, calendars, ornaments, and electronic greetings. American Greetings Properties has established a large portfolio of in-house-created licensed characters and brands, such as Strawberry Shortcake, Care Bears, and others. American Greetings services approximately 70,000 retail stores in the United States and 125,000 worldwide. Its Carlton Retail division is the largest owned and operated chain of card and gift shops in North America, with approximately 500 stores in the United States and Canada. American Greetings generates annual net sales of approximately \$2 billion-plus.

**American Marketing Enterprises**

Elliott Azrak, executive vice president  
10 W 33rd St., Ste. 516, New York, NY  
Tel.: 212 279-3600

**SAMPLING OF LICENSES:** Disney, Marvel, Warner Bros., Nickelodeon, Sesame Street, Thomas the Tank, U.S. Army, Led Zeppelin, Caddyshack, The Simpsons.

**PRIMARY BUSINESS:** Licensed sleepwear and fashion underwear for infants through teens.

**POINT OF DIFFERENTIATION:** In addition to the strategic relationships it has forged with entertainment studios and unique properties, AME is very product driven and gets into the "psyche" of its licensed properties. It continues to focus on its properties with a boutique mentality.

**Andrews McMeel Publishing**

**(www.andrewsmcmeel.com)**

James Andrews, vice president, licensing

**SAMPLING OF LICENSES:** Dinotopia, Mary Engelbreit, Anne Geddes, Baby Blues, Desperate Housewives, Grey's Anatomy, Harry Potter, Napoleon Dynamite, Naruto, The New Yorker, Star Trek, Thomas Kinkade

**PRIMARY BUSINESS:** Books, calendars, greeting cards, gift products

**POINT OF DIFFERENTIATION:** Andrews McMeel Publishing is one of the world's most recognized humor, calendar, and gift book publishers. It offers some of the most sought-after pop culture properties and publishes more than 300 books and calendars per year featuring some of the most recognizable licenses, characters, and subjects.

**Aykroyd & Sons (www.aykroyds.com)**

Paul Williamson, marketing director  
Character Building  
Atlantic Street, Broadheath,  
Altrincham, Cheshire, WA14 5PP  
UK

Tel.: + 44 (0)161 929 1122

**SAMPLING OF LICENSES:** Star Wars, Indiana Jones, Lazy Town, The Golden Compass, Ben 10, Roary the Racing Car, The Simpsons, Ninja Turtles, Shaun the Sheep, Dr Who, Robin Hood, In the Night Garden, FA, Disney, Noddy, Mr. Men, Postman Pat, Rupert the Bear, Guess With Jess, Numberjacks, Forever Friends, Bob the Builder, Thomas, Fireman Sam, Manchester United, Spider-Man, Marvel Heroes, Iron Man, Hulk, Barbie, Dora the Explorer, Go Diego Go!, SpongeBob SquarePants, Backyardigans, Rachael Hale, Scottish FA, Polly Pocket, Dennis the Menace, Fifi, Warner Bros.

**PRIMARY AREA OF BUSINESS:** Children's nightwear and swimwear.

**POINT OF DIFFERENTIATION:** Aykroyd & Sons is a leading UK producer of children's character nightwear supplying all major retail outlets. Established in 1912, David and Nigel Aykroyd, the current joint managing directors, are the fourth generation of the family business, which now has operations in Altrincham, Bala (North Wales), and Loughborough. Sales figures for the latest financial year were £25 million (US\$50 million).

**Bandai America Inc. (www.bandai.com)**

Colleen Sherfey, director of marketing  
5551 Katella Ave., Cypress, CA 90630  
Tel.: 714 816-9500

**SAMPLING OF LICENSES:** Power Rangers, Ben 10, Digimon, Blue Dragon, Dragonball Z, Tamagotchi Connection (also serve as a licensor).

**PRIMARY BUSINESS:** Toys, particularly action figures, role-play, youth electronics, and collectible card games.

**POINT OF DIFFERENTIATION:** As a leader in introducing hot Japanese trends to the United States—including the Tamagotchi, the world's first and most popular "virtual pet"—Bandai America manufactures toys that inspire the imagination and play of kids of all ages. Bandai has a proven track record of transforming popular kids' television shows into top-selling toy brands. Bandai America seeks to develop strong synergies with its licensing partners, as well as leverage its past success in action figures and youth electronics, to drive new brands to success.

**Berkshire Fashions**

**(www.berkshirestore.com)**

Richard Dweck, executive vice president  
930 New Durham Rd., Edison, NJ 08817

**SAMPLING OF LICENSES:** Shrek, Spider-Man, Betty Boop, Dora the Explorer, Superman, Looney Tunes.

**PRIMARY BUSINESS:** Accessories, hosiery, intimate apparel, umbrellas, rainwear.

**The Betesh Group**

**(www.beteshgroup.com)**

Steven Betesh, president  
1 East 33rd St., New York, NY 10016  
Tel.: 212-686-4666

**SAMPLING OF LICENSES:** Avatar, Baby Phat, The Backyardigans, Blues Clues Baby, Care Bears, Go, Diego, Go!, Danskin Now, Disney Princess, Dora the Explorer, Dora Bebe, Eddie Bauer, Family Guy, Finding Nemo, Frosty the Snowman, Habbo Hotel, High School Musical, Invader Zim, Jay Jay the Jet Plane, Jeep, Joe's Jeans, Lennon/McCartney Lyrics, Little Einsteins, Mickey Mouse Clubhouse, MiGi, Naked Brothers Band, Pastry, Pirates of the Caribbean, PNB Nation, Pokémon, Power Rangers, Sesame Street, The Simpsons, Skip Hop, South Park, Southpole, SpongeBob SquarePants, Superman, Thomas & Friends, Tinker Bell, Tonka, Toy Story, Transformers, Winnie the Pooh, and Zutano.

**PRIMARY BUSINESS:** Juvenile bedding and room decor, diaper bags, handbags, belts, wallets, and cases for portable electronics.

**POINT OF DIFFERENTIATION:** The Betesh Group, in business for more than 35 years, is

a family-owned global consumer products organization with six distinct and growing companies. Transcending virtually every classification of trade, The Betesh Group is continually striving to make better products for buyers and consumers. It is constantly developing and strengthening partnerships with leaders across all industries and dedicated to world-class retail and licensing service. Headquartered in New York, The Betesh Group operates 11 offices in four countries with more than 800 employees worldwide.

**BioWorld Merchandising**

**(www.bioworldmerch.com)**

Jennifer Staley, director of licensing  
2111 W. Walnut Hill Lane, Irving, TX 75038  
Tel. (in U.S.): 1 888 831-2138

**SAMPLING OF LICENSES:** Afro Samurai, akademiks, Anthill, Bajito Onda, Bandmerch, Ben Davis, Biggie Smalls, Boondocks, Bravado, Captain Morgan, Chaotic, Cinderblock, Coca-Cola, Coors Global, Crown Royal, Cardboard Robot, Death Row Records, Disney, Dos Equis, Easy E, Family Guy, Gears of War, Halo, Hart & Huntington, Hart Luck, English Laundry, FEA Merchandising, General Motors, Giant, Guinness, HiFi, Kellogg's, LA Ink, Lowrider, Mr. Men & Little Miss, Marilyn Monroe, Marvel, Merchco, Merchdirect, Miami Ink, Miller, Misfits, Nintendo, NWA, Orange County Choppers, Patron, Peanuts, PIKE Apparel, Playboy, Pokémon, PNB Nation, Queen, Ramones, Red Stripe, Scarface, Sesame Street, Shady Ltd, The Simpsons, Sublime, Superman, Supergirl, Tecate, Teenage Mutant Ninja Turtles, Tupac, UFC, Warrior Wear, World Poker Tour, and many more.

**PRIMARY BUSINESS:** Headwear, bags, wallets, belts, buckles, wristbands, and footwear.

**POINT OF DIFFERENTIATION:** BioWorld is able to create coordinated product statements across the headwear, bags, small leather goods, and sandal categories. BioWorld also ships globally to all tiers of distribution.

**BonBonBuddies (bonbonbuddies.com)**

Pauline Howarth, licensing director  
Oakwood Close  
Pen-Y-Fan Industrial Estate  
Crumlin, Gwent NP11 3HY UK  
Tel.: +44 (0) 1495 241600

**SAMPLING OF LICENSES:** 24, Bratz, Desperate Housewives, Go, Diego, Go!, Disney Princess, Disney Fairies, Dr. Who, Dora the Explorer, Hello Kitty, High School Musical, In the Night Garden, Lost, Noddy, Power Rangers, Ratatouille, Roary the Racing Car, Rupert Bear, Scooby-Doo, Spiderman Classic,

SpongeBob SquarePants, Star Wars, Torchwood, Wall-E, Winnie the Pooh.

**PRIMARY BUSINESS:** Confectionery (seasonal and all year round), surprise bags, and biscuits.

**POINT OF DIFFERENTIATION:** Innovative and expert design and product capability to develop best-selling, exciting character product ranges featuring novelty, festive, gifting, keepsake, and everyday for kids of all ages. Sales figures for the latest financial year were £26.2 million (US\$52 million) for 2006-07.

**Briarpatch Inc. (www.briarpatch.com)**

George Schimpf, vice president of marketing and licensing  
150 Essex Street, Millburn, NJ 07041  
Tel.: 973 376-7002

**SAMPLING OF LICENSES:** Disney Princess, Goodnight Moon, Groovy Girls, I SPY, Spider-Man, Thomas & Friends, Teenage Mutant Ninja Turtles, and 24.

**PRIMARY BUSINESS:** Games, card games, and puzzles.

**POINT OF DIFFERENTIATION:** Briarpatch pioneered the development of games and puzzles based upon literary, brand, and character licenses and has received more than 275 awards for product excellence, including: Dr. Toy, Oppenheim Platinum and Gold Seal awards, Parents' Choice Foundation, National Association of Parenting Publications, and *Parents Magazine's* Best Toy awards, among others.

**Briefly Stated**

Alexandra Richmond, vice president of licensing  
1400 Broadway, New York, NY  
Tel.: 212 268-5400

**SAMPLING OF LICENSES:** Teenage Mutant Ninja Turtles, Pink Floyd, AC/DC, It's Happy Bunny, Just Jimmy, McDonald's, Cars, Disney's standard characters, The Muppets, Power Rangers, Pirates of the Caribbean, Family Guy, The Simpsons, Futurama, Mash, Halo, Hart & Huntington, Classic My Little Pony, Bobby Jack, Care Bears, Pepsi/Mountain Dew, Dr. Pepper, A&W, Crush, Beavis & Butthead, South Park, SpongeBob SquarePants, Go, Diego, Go!, Nintendo, Playboy, Rubik's Cube, Mary Engelbreit, Batman, DC Originals/Supergirl, Hanna Barbera, Harry Potter, Looney Tunes, Scooby-Doo, Superman, Mr. Men & Little Miss, DOMO, Peanuts, and GM Cars.

**PRIMARY BUSINESS:** Sleepwear, underwear, loungewear, and ties.

**POINT OF DIFFERENTIATION:** Briefly Stated has been in business since 1987, and is a subsidiary of Li and Fung Trading. Since its

inception, the company has achieved substantial sales growth each year, and attributes its success to fashion-forward design, innovative and diverse product assortments, strong distribution, and exceptional quality. Briefly Stated has been active in selectively building a strong licensed business, as well as overseeing the growth of our private-label and non-licensed segments. The company truly understands licensing and sees the licensor/licensee combination as a partnership.

### **Brown Shoe Company Inc.**

([www.brownsheo.com](http://www.brownsheo.com))

8300 Maryland Ave., St. Louis, MO 63105  
Tel.: 314 854-4000

**SAMPLING OF LICENSES:** Via Spiga, Franco Sarto, Barbie, Bob the Builder, Star Wars, Winnie the Pooh.

**PRIMARY BUSINESS:** Footwear.

**POINT OF DIFFERENTIATION:** The company sources, markets, and retails athletic, casual, and dress shoes for men, women, and children. Its brands include Connie, Exalt, F.X. LaSalle, Natural Soul, Regal, and Friends, and it has over 900 Famous Footwear stores, 360 Naturalizer stores, and 16 F.X. LaSalle stores. The company has annual revenue of about \$2.3 billion.

### **Cardinal Industries Inc.**

([www.cardinalgames.com](http://www.cardinalgames.com))

2101 51st Ave. # 2, Long Island City, NY  
Tel.: 718 784-3000

**SAMPLING OF LICENSES:** The Sopranos, Lost, Friends, Sex and the City, Marvel, Nickelodeon, Sports Illustrated, The Simpsons.

**PRIMARY BUSINESS:** Board, card, and travel games.

**POINT OF DIFFERENTIATION:** For over 50 years Cardinal has been manufacturing quality board, card, and travel games such as dominoes, mancala, chess, checkers, and bingo. Cardinal also works closely with retailers on private-label programs.

### **Character World**

([www.characterworld.uk.com](http://www.characterworld.uk.com))

Danny Schweiger, managing director  
Character House

1 Oak Green

Stanley Green Business Park

Cheadle Hulme, Cheadle

Cheshire, SK8 6QL UK

Tel.: +44 (0) 845 004 9217

**SAMPLING OF LICENSES:** Barbie, The Simpsons, Disney Properties, Noddy, Thomas & Friends, Fifi and the Flowertots, Me to You, Roary the Racing Car, Shrek the Third, Peppa

Pig, Bob the Builder, Spider-Man, Marvel, Fireman Sam, Star Wars, Love Hearts, Indiana Jones, Hulk 2, Iron Man, Dora the Explorer, SpongeBob SquarePants, Rachael Hale, Go, Diego, Go!, Elvis Presley, Family Guy.

**PRIMARY BUSINESS:** Children's household textiles.

**POINT OF DIFFERENTIATION:** Character World focuses on children's bedroom textiles, but is constantly diversifying to meet both consumer and retailer demands. The company strives to exploit gaps in the market and has recently added brands that appeal to tweens, students, and adults. In an industry where it's unusual to keep licenses for more than a few years, licensors stay with Character World because the company produces award-winning ranges that sell. Sales figures for the latest financial year were £13million (US\$26 million) in 2006.

### **Checks In The Mail Inc.**

([www.citm.com](http://www.citm.com))

Cindi Champion, marketing manager, checks and licensing

2435 Goodwin Lane, New Braunfels, TX 78135

Tel.: 830 609-5500

**SAMPLING OF LICENSES:** Anne Geddes, ASPCA, Betty Boop, Care Bears, Cars, DC Superheroes, Disney, Hautman Bros., Hello Kitty, Mary Engelbreit, SpongeBob SquarePants, Strawberry Shortcake.

**PRIMARY BUSINESS:** Financial documents (bank checks and deposit tickets), stationery, labels, and leather goods.

**POINT OF DIFFERENTIATION:** Checks In The Mail is an innovative and aggressive competitor in the direct-to-consumer check business. The company continues to focus on trendy and innovative product designs and development combined with active growth in new technology, and believes licensing is a viable and smart focus for the future.

### **Children's Apparel Network**

Michael Marinoff, executive vice president, licensing

112 West 34th Street, Suite 1220, New York, NY 10120

Tel.: 212 244-6023

**SAMPLING OF LICENSES:** Sesame Street, Peanuts/Snoopy, Care Bears, Barbie, Thomas & Friends, Bob the Builder, Charlie & Lola, Jeep, Paris Blues, Champion.

**PRIMARY BUSINESS:** Children's apparel (newborn, infant, toddler, 4/16 girls and 4/7 boys).

**POINT OF DIFFERENTIATION:** Children's Apparel Network has been in business for more than 50 years. The company has a diverse product line—manufacturing all types of products from packaged layette and gift

sets to 7/16 girls' fashion denim collections. The company credits its design department as the cornerstone of its successful licensing business. The company applies appropriate fashions and trends to each license, and devotes separate design teams to each of its key properties.

### **Concept One Accessories**

([www.concept1.com](http://www.concept1.com))

Byron H. Cohen, director of licensing

362 Fifth Avenue, 2nd Floor

New York, NY 10001

Tel.: 212 868-2590

**SAMPLING OF LICENSES:** (Apparel) Air Walk, Levi's Red Tab, Levi's Signature, U.S. Polo Association, Original Penguin, Sean Jean, South Pole, Ugly Little Bitch (ULB); (Alcohol) Coors, Budweiser, Captain Morgan, Crown Royal, Guinness, Jim Beam, Miller, Red Stripe, Dos Equis, Tecate, Pabst, Rheingold, and Sauza; (Non Alcohol Brands) Dr Pepper, 7Up, A&W, Crush, RC Cola, Pepsi, and Mountain Dew; (Car Brands) Ford, Chevy, Dodge, Jeep, and International Truck; (Sports/Outdoors) National Football League, Major League Baseball, Cooperstown Collection, National Hockey League, National Basketball Association, NASCAR, X Games, multiple collegiate licenses, Ford Racing, Chevy Racing, Dodge Racing, Pontiac Racing, Mountain Dew Racing, Pepsi Racing, BASS, Field & Stream, Pfluger, Shakespeare, and Ugly Stick; (Character/Entertainment) Betty Boop, Peanuts, Mutts, Disney, Dino Pack, Hip Hop Harry, Itty Bitty Kitty, Looney Tunes, Scooby-Doo, Transformers, Woody Woodpecker, Batman, Superman, and DC Comics; (Movie/Television Entertainment); Caddyshack, Curious George, Coyote Ugly, Dirty Dancing, Borat, The Godfather, Cheers, Taxi, Happy Days, Beverly Hills 90210, Gunsmoke, Twilight Zone, Domo, South Park, My Name is Earl, 24, and The Office; (Government/Military) Armed Forces, Mascots, and City of New York; (Rock 'n' Roll) Multiple agreements with various bands and artists including Bon Jovi, Beatles, AC/DC, Aerosmith, Rolling Stones, RUN DMC, Black Eyed Peas, and more.

**PRIMARY BUSINESS:** Headwear, bags, cold weather accessories, small leather goods, footwear, t-shirts, bundle programs, umbrellas, and board shorts.

**POINT OF DIFFERENTIATION:** Concept One Accessories is the premier resource for licensed fashion, sports, and entertainment accessories. Its well-rounded portfolio and expansive product offering establishes the company as the go-to resource for fashion accessories across all channels of distribution.

Concept One believes the foundations for success are product innovation and strong relationships. The company's professional and experienced design team relentlessly challenges itself to introduce new applications for printing, embroidery, novelty treatments, and updated product designs. Equally important is the great pride Concept One takes in its strong relationship with licensors. The combination of cutting-edge products and intuitive understanding of licensors' brands provides the market with cohesive and consistent brand presentations.

Concept One's commitment to growth is demonstrated by its continuous investments in production capabilities and strategic acquisitions. Concept One's steadfast and aggressive approach to growth will ensure a long-term position as a leader in the accessories business. Sales of licensed merchandise last year were \$82 million.

### CoolBrands International

(www.coolbrandsinc.com)

210 Shields Court Markham, ON L3R 8V2  
Tel.: 905 479-9249

**SAMPLING OF LICENSES:** Care Bears, Disney, Justice League, Crayola, Snapple, Godiva, Tropicana.

**PRIMARY BUSINESS:** Frozen snacks.

### C.R. Gibson Inc. (www.crgibson.com)

2 Knight Street, Norwalk, CT 06856  
Tel.: 203 847-4543

**SAMPLING OF LICENSES:** Anna Griffin, Susan Winget, Steve Haskamp, Nancy Maekawa, Sharyn Sowell, Kathy Hatch, Operation, Monopoly, Clue, Mr. Potato Head.

**PRIMARY BUSINESS:** Memory books, scrapbooks, stationery and notecards, photo albums, journals, address books and refills, bridge sets and games, guest books, paper tableware, gift bags and tissue paper, office supplies, and travel accessories.

**POINT OF DIFFERENTIATION:** The company's heritage. Founded in 1870 by British lithographer John Gibson, C.R. Gibson has always been in the memory business, inventing the first baby book in 1898 and providing its customers quality products for the celebrations of life. Families around the globe have recorded many of their happiest moments in C.R. Gibson memory books and photo albums.

### DecoPac (www.decopac.com)

3500 Thurston Ave., Anoka, MN 55303  
Tel.: 763 574-0091

**SAMPLING OF LICENSES:** Disney, Warner Bros., Nickelodeon, Mattel, DreamWorks, NHL, NBA, NFL, NASCAR, MLB.

**PRIMARY BUSINESS:** Cake-decorating sets.

**POINT OF DIFFERENTIATION:** DecoPac's ethical standards guide every business decision. The company's respect for, and development of, people leads to a happy work environment. A passion for customer solutions drives excellence in DecoPac's products and services. A culture of continuous improvement fosters an environment of change.

### Disguise (www.Disguise.com)

11906 Tech Center Ct., Poway, CA 92064  
Tel.: 858 391-3600

Deborah Zahm, senior manager, marketing & retail business development

**SAMPLING OF LICENSES:** American Idol, Avatar, Baby Einstein, Barbie, Care Bears, Cars, Disney Princess, Dora the Explorer, Family Guy, Go, Diego, Go!, Pirates of the Caribbean, Power Rangers, Sesame Street, Spider-Man, Thomas & Friends, Teenage Mutant Ninja Turtles.

**PRIMARY BUSINESS:** Costumes, masks, and accessories.

**POINT OF DIFFERENTIATION:** Disguise introduced its first 12 designs in 1987. Today, it designs, manufactures, and wholesales more than 850 new designs annually. Disguise now possesses the hottest licensed character costumes in the world, such as Disney, Marvel, and Nickelodeon, as well as its own trendy proprietary line. Leading the way toward resurrecting the art of the disguise with a staff of highly artistic and driven individuals, Disguise visualizes the 21st century brimming with growth and excellence.

### Drew Pearson Marketing

(www.drewpearson.com)

John Astleford, vice president, sales & marketing

15006 Beltway Dr., Addison, TX 75001  
Tel.: 972 702-8055

**SAMPLING OF LICENSES:** Anheuser-Busch, Collegiate, Chevrolet, Disney, Dodge, Ford, NASCAR, NBA, NHL, Warner Bros.

**PRIMARY BUSINESS:** Licensed headwear.

**POINT OF DIFFERENTIATION:** DPM's strength lies in its ability to adapt to change. The scope of its business, combined with the size and diversity of its license portfolio, allows DPM to see a better picture of what is happening within the segment. This unique perspective helps the company to anticipate trends and develop new programs. DPM also has a solid team that works together to ensure it delivers innovative product at the right price, merchandised to move off shelves.

### EagleMoss Publishing Group

(www.eagleMoss.co.uk)

Andrew Jarvis, chief executive  
5 Cromwell Road, London SW7 2HR,  
UK

Tel.: +44 (0) 20 7590 8300.

**SAMPLING OF LICENSES:** Marvel: Worldwide English language, France, Germany. New Line: Worldwide English language, France, Germany. DC Comics: Worldwide English language, France, Germany. Fox: Worldwide English language, France, Germany. Scholastic: Worldwide English language, France, Germany. Artilist: Worldwide English language, France, Germany. Kazuki Takahashi: Worldwide English language.

**PRIMARY BUSINESS:** Partworks (collectible magazines with cover-mounted collectibles).

**POINT OF DIFFERENTIATION:** EagleMoss Publishing Group has been a market leader in the highly competitive world of partwork publishing for over 20 years. The company publishes its partworks in most of the English-speaking markets, and in France, Poland, and Hungary, and licenses local publishers elsewhere. EagleMoss excels in producing informative, highly illustrated publications created by skilled and experienced teams of editors and designers.

### Electronic Arts (www.ea.com)

Tammy Schachter, director, corporate communications

209 Redwood Shores Pkwy., Redwood City, CA  
Tel.: 650 628-1500

**SAMPLING OF LICENSES:** NFL, NHL, NBA, FIFA, NCAA, Def Jam, The Godfather, PGA TOUR, Superman, Lord of the Rings

**PRIMARY BUSINESS:** Interactive entertainment software for video game systems, personal computers, and the Internet.

**POINT OF DIFFERENTIATION:** Founded in 1982, EA's portfolio includes licenses and wholly owned properties such as Need for Speed, The Sims, and the Burnout franchises. By combining diverse media such as computer animation, video, photographic images, motion capture, 3-D face and body rendering technologies, computer graphics, and stereo sound with contributions from storywriters, film directors, and musicians, EA uses technology and creativity to develop mainstream entertainment through an interactive medium.

### Elizabeth Arden

(www.elizabetharden.com)

200 Park Ave. So., New York, NY  
Tel.: 212 261-1000

**SAMPLING OF LICENSES:** Britney Spears Beauty, With Love...Hilary Duff, Halston Fragrances, Daytona 500, Hummer, Mariah Carey, Elizabeth Taylor, Geoffrey Beene.

**PRIMARY BUSINESS:** Cosmetics and fragrances.

**POINT OF DIFFERENTIATION:** Elizabeth Arden is a global prestige beauty products company with an impressive portfolio of prestige beauty brands.

**Enesco Group Inc. (www.enesco.com)**

Jim Wenz, VP, strategic business unit  
225 Windsor Dr., Itasca, IL  
Tel.: 630 875-5300

**SAMPLING OF LICENSES:** Beatrix Potter, Cherished Teddies, John Deere, Disney, Heartwood Creek by Jim Shore, It's A Wonderful Life, Marvel, Pooh & Friends, Rudolph the Red-Nosed Reindeer, Walt Disney Classics Collection.

**PRIMARY BUSINESS:** Giftware and collectibles.

**POINT OF DIFFERENTIATION:** Enesco's competitive strengths include: a well-established distribution base; domestic and international employee-based sales force; ability to secure licenses with popular and established brands; focus on giftable product categories brought to market quickly; the market demand for proprietary designs; and the strength of its supplier relationships.

**FAB/Starpoint (www.fabny.com)**

Steve Russo, president and CEO  
15 W. 34th St., New York, NY 10001  
Tel.: 212 947-9001

**SAMPLING OF LICENSES:** Hannah Montana, High School Musical, Tinker Bell, The Cheetah Girls, Suite Life, Disney Princess, Fairies, Cars, Power Rangers, Pirates, Mickey Mouse Clubhouse, My Friends Tigger & Pooh, Disney Classics, The Muppets, Wall-E, Spider-Man, The Incredible Hulk, Iron Man, Fantastic Four, X-Men, Superman, Supergirl, Hello Kitty, Betty Boop, Star Wars, Ben 10, Littlest Pet Shop, Hilary Duff, Strawberry Shortcake, Maui & Sons.

**PRIMARY BUSINESS:** FAB/Starpoint is a multicategory fashion-driven company that manufactures products for the youth, tween, and junior markets through the following lifestyle categories: back-to-school, travel, art & activity, home decor, accessories, and gifts.

**POINT OF DIFFERENTIATION:** Setting FAB/Starpoint apart from the competition is its market-leading product development and multiple-product category strength. FAB/Starpoint employs an entrepreneurial approach to its business with significant accessibility to senior management. Each division operates as its own small business unit led by a division head with teams dedicated to product development, design, and sourcing and production in the United States and Asia. FAB/Starpoint believes that

to grow and succeed, it must nurture its three key assets: licensor relationships, retail relationships, and company associates. The company strives to exceed the expectations of its business partners, forging reliable and trusted collaborations between licensors and retailers. Annual licensed revenue is \$1 million-plus.

**Fisher-Price Inc. (www.fisher-price.com)**

Stan Clutton, senior vice president, licensing and new business; Nancy Hibsich, licensing manager  
675 6th Ave., New York, NY 10010  
Tel.: 212 620-8327

**SAMPLING OF LICENSES:** Winnie the Pooh, Sesame Street, Dora the Explorer, Go, Diego, Go!, Backyardigans, Lazy Town, Lunar Jim, Mickey's Clubhouse, Little Einsteins, Handy Manny, Wow Wow Wubbzy, Mr. Men, Fimbles, Jeep, Cadillac, Harley-Davidson, Kawasaki, Ford, NASCAR, Disney Cars, National Wildlife Foundation.

**PRIMARY BUSINESS:** Toys, baby gear, electronic learning aids, activities, ride-ons.

**POINT OF DIFFERENTIATION:** Fisher-Price prides itself on the creation of quality products that provide fun, creativity, and developmental play to preschoolers. Fisher-Price is the largest licensee of preschool products in the world and licensing is a key element in its growth. The company sets itself apart by establishing close partnerships with its licensors and building their brands as if they were its own. In addition, Fisher-Price provides global reach with over 55 marketing and sales offices around the world, covering more than 100 countries.

**Freeze (www.freeze-ny.com)**

Kim Cauley, vice president of licensing  
1407 Broadway, 24th floor, New York, NY 10081  
Tel.: 212 764-9011

**SAMPLING OF LICENSES:** Disney, Looney Tunes, Nickelodeon, Peanuts, Mr. Men & Little Miss, Star Wars, Care Bears, Hanna Barbera, Speed Racer, Beatles, UFC, Rolling Stones, Burger King, Pepsi, Marilyn Monroe, and more.

**PRIMARY BUSINESS:** Knit tops and bottoms.  
**POINT OF DIFFERENTIATION:** Freeze prides itself on its long-term/multiple-property relationships with top licensors. The company strives to offer a diverse portfolio of licenses that encompass classic characters, entertainment properties, corporate and lifestyle brands, iconic legends, and rock bands. Unlike most apparel manufacturers that focus on specific categories or retail segments, Freeze develops, sells, and

manufactures product for children and adults of both genders and services all channels of distribution. The company does so by having a dedicated and knowledgeable sales staff and an extensive, award-winning design team. Freeze manufactures its product both domestically and overseas, which allows it to quickly turn goods to capture trends and chase hot properties while also bringing high-quality, affordable, cut-and-sew product to market when lead time is available.

**G-III Apparel Group (www.g-iii.com)**

Morris Goldfarb, chairman & CEO  
512 Seventh Ave., New York, NY 10018  
Tel.: 212 403-0500

**SAMPLING OF LICENSES:** Calvin Klein, Cole Haan, Donald Trump, Ellen Tracy, Eliza J, Guess, Dereon, Izod, Jones New York, Kenneth Cole, Nine West, Sean John, Tommy Hilfiger, Major League Baseball, National Hockey League, National Football League, National Basketball Association, Officially Licensed Collegiate Products, Louisville Slugger, Touch by Alyssa Milano.

**PRIMARY BUSINESS:** Outerwear, suits, dresses, contemporary sportswear, denim, and activewear.

**POINT OF DIFFERENTIATION:** Behind every great company is an even better story. G-III's began in 1956 and continues today, combining European master craftsmanship, exceptional styling, modern technology, and an unwavering desire to succeed. Although G-III is outstandingly proud of its achievements, the company knows that it will only continue to succeed so long as it remembers the values that got it here. Net sales for 2006 were \$427 million.

**Global Design Concepts (www.gdcny.com)**

10 W. 33rd St., New York, NY 10001  
Tel.: 212 594-3833

**SAMPLING OF LICENSES:** Disney, HIT Entertainment, Mattel, Nickelodeon, Sanrio.  
**PRIMARY BUSINESS:** Bags and accessories for men, women, teens, girls, boys, and infants.  
**POINT OF DIFFERENTIATION:** Global Design Concepts was founded in 1999 with the goal of becoming the accessory manufacturer of choice for the industry. This objective has been quickly achieved through innovative design, quality product, and strong retail relationships all supporting meaningful brands.

**H3 Sportgear (www.h3sportgear.com)**

Scott Hines, president/CEO  
9850 Westpoint Dr., Suite 650, Indianapolis, IN 46256  
Tel.: 317 595-7501

**SAMPLING OF LICENSES:** Corona, Cabo Wabo Tequila, Cabo Wabo Cantina, Sammy Hagar, Guinness, Coors, Miller, Pabst, Captain Morgan, Crown Royal, Chevy, Dodge, Ford, Chrysler, West Coast Choppers, NASCAR, International, Monster Garage, DUB, Dubble Bubble, Nestle, Tootsie Roll, Dukes of Hazzard, King of the Hill, United States Beer Drinking Team, American Tailgaters Association, Beer Nuts, Sturgis Bike Week, Coyote Ugly, Sloppy Joe's, Gilley's Dallas, and Pat O'Brien's.

**PRIMARY BUSINESS:** Headwear and apparel.

**POINT OF DIFFERENTIATION:** Its people. H3 believes employing top talent in every facet of its organization helps it to better serve its customers and gives it a competitive advantage in an ever-changing marketplace. H3 is committed to its customers, partners, and employees and works to help them realize their full potential. The company has a passion for success and is constantly working to understand, value, and incorporate the latest in trends, fabrications, and applications. People, product, and understanding of the industry in its entirety are what make H3 a clear choice as a headwear and apparel partner.

## Hallmark Cards

([www.hallmarklicensing.com](http://www.hallmarklicensing.com))

John Oliveros, director, licensing  
2460 Pershing Rd., Garden Level, MD 250,  
Kansas City, MO 64108  
Tel.: 816 274-5111

**SAMPLING OF LICENSES:** Cartoon Network, ESPN, Marvel.

**PRIMARY BUSINESS:** Greeting cards, stationery, gifts and novelties.

**POINT OF DIFFERENTIATION:** Pairing creative design content with personal emotions is what Hallmark believes sets it apart from the competition, not to mention a collection that spans nearly 100 years.

## Hasbro Inc. ([www.hasbro.com](http://www.hasbro.com))

Bryony Bouyer, senior vice president, licensing, the Americas  
1027 Newport Ave., Pawtucket, RI 02862  
Tel.: 401 431-8697

**SAMPLING OF LICENSES:** Transformers, Littlest Pet Shop, My Little Pony, Tonka, Playskool, Monopoly, G.I. Joe.

**PRIMARY BUSINESS:** Toys.

**POINT OF DIFFERENTIATION:** HPG, the licensing division of Hasbro Inc., translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle, and entertainment platforms, HPG is able to surround fans worldwide with consumer products that expand Hasbro's core brands.

## High IntenCity ([www.highintencity.com](http://www.highintencity.com))

Valia Glytsis, vice president of sales & marketing  
16-00 Pollitt Dr., Fair Lawn, NJ 07410  
Tel.: 201 703-5018

**SAMPLING OF LICENSES:** Disney, Sanrio, Nickelodeon, Chorion/Silver Lining.

**PRIMARY BUSINESS:** Jewelry and accessories.

**POINT OF DIFFERENTIATION:** High IntenCity designs jewelry for girls, tweens, and teens. From inception to production, High IntenCity designs with fierce imagination and unrelenting energy. With two segments, both specialty and licensed, High IntenCity's trend-driven specialty capabilities enable the licensee to offer retailers incomparable design and quality, while catering to its specifications. With an eye for detail and team-oriented sensibility, High IntenCity has grown exponentially over the years. Retail relationships continue to flourish based on exceptional customer service and program fulfillment. As a sought-after licensee, High IntenCity's licensing division continues to grow while remaining true to evergreen properties and making them fashionable for the girls of the present and future.

## HYP ([www.hypnyc.com](http://www.hypnyc.com))

Howard Levy, chief of staff  
10 E. 34th St., New York, NY 10016  
Tel.: 212 684-7717

**SAMPLING OF LICENSES:** Baby Phat, Southpole, Dereon, Applebottoms, Necessary Objects, Mecca, Pink Cookie, Pretty Sweet, Disney, It's Happy Bunny, Family Guy, Shrek, Pink Panther, Bratz Ponyz, Betty Boop, High School Musical, Hannah Montana, Chilly Willy, Speed Racer, and Miller Beer.

**PRIMARY BUSINESS:** Hosiery, flip flops, slippers, headwear, cold weather accessories, intimate apparel, sleepwear, scrubs, bags, and backpacks.

**POINT OF DIFFERENTIATION:** According to the company, "We tell the truth, we treat people well, we admit our mistakes, and we have a bar in our office."

## IDW Publishing ([www.idwpublishing.com](http://www.idwpublishing.com))

4411 Morena Blvd., Suite 106, San Diego, CA 92117

**SAMPLING OF LICENSES:** Activision, Artisan Entertainment, Bandai America, Brady Games, Cartoon Network, Dimension Films, Electronic Arts, Fox Family, Golden Books, LEGO, Lion's Gate, The Man Show, Microsoft, Pepsi, Pioneer, Revolution Films, Square, Simon & Schuster, Trimark Pictures, Upper Deck.

**PRIMARY BUSINESS:** Comic books and graphic novels.

**POINT OF DIFFERENTIATION:** The IDW team

combines extensive design, production, entertainment industry, and publishing experience to deliver top-notch comic book, graphic novel, and trading card products to its fans and clients. By listening to its fans and meeting their demands, IDW creates the most unique products in the industry.

## IMC Toys ([www.imc.es](http://www.imc.es))

Jacob Levy, licensing and business development director

Pare Llavrador 172  
08224 Terrassa Spain  
Tel.: +34 937 899 242

**SAMPLING OF LICENSES:** Spider-Man, Hulk, Iron Man, Winnie the Pooh, Mickey Mouse, Toy Story, Cars, Disney Princess, Power Rangers—all EMEA and Latin American; Barbie, James Bond—EMEA; Star Wars, Batman, Shrek 3—EU; The Simpsons—Spain and UK; Strawberry Shortcake—Spain and France.

**PRIMARY BUSINESS:** Toys and consumer electronics.

## International Greetings

([www.internationalgreetings.co.uk](http://www.internationalgreetings.co.uk))

Dan Grant, brand manager  
Belgrave House  
Frobisher Way  
Hatfield Business Park  
Hatfield  
Herts  
AL10 9TQ  
UK

Tel.: +44 (0) 1707 630 630

**SAMPLING OF LICENSES:** Disney, including; Winnie the Pooh, Disney Princess, Cars, Pirates of the Caribbean, High School Musical, Hannah Montana, My Friends Tigger & Pooh, Mickey Mouse Clubhouse, Mickey & Friends, Pixar Collection—pan-Europe. The Simpsons—UK, France, and Scandinavia; Dora the Explorer—UK, Benelux; Go, Diego, Go!—UK, Benelux; Marvel Heroes, WWE—UK; It's Happy Bunny, Born to Shop, Scooby-Doo—all UK.

**PRIMARY BUSINESS:** Gift wrap, gift bags, gift tags, greeting cards, Christmas crackers, school and social stationery, publishing, arts and crafts, seasonal decorations.

**POINT OF DIFFERENTIATION:** International Greetings is a leading designer, manufacturer, and distributor of greetings, stationery, and published products. What sets it apart is its leading-edge licensed product design and development, based upon strong, long-established licenses across all age groups from baby to adult. Vertical integration and strategic acquisition means we are able to provide retail supply and merchandising solutions at every level of the market. Total

company turnover for 2006 was £200 million (US\$400 million), of which licensed sales were approximately 15 percent.

### **JAKKS Pacific Inc.**

([www.jakkspace.com](http://www.jakkspace.com))

Jennifer Richmond, senior vice president of licensing and media  
 22619 Pacific Coast Hwy., Malibu, CA 90265

Tel.: 310 456-7799

**SAMPLING OF LICENSES:** Pokémon, Hannah Montana, Cheetah Girls, Care Bears, Cabbage Patch Kids, Disney Princess, Disney Princess Enchanted Tales, Barney, Dora the Explorer, SpongeBob SquarePants, Fancy Nancy, Neopets, Mr. Men Little Miss, Pac-Man, Deal or No Deal, 1 VS. 100, Wheel of Fortune, Star Wars, Pirates of the Caribbean, Spider-Man, Rocky, WWE, Puppy In My Pocket, Kitty In My Pocket, Hairspray, Sweet Secrets, Doodle Bear, Speed Stacks, Domo, Miffy, American Kennel Club, Cat Fanciers' Association, Marvel Heroes.

**PRIMARY BUSINESS:** Toys and accessories including action figures, art activity kits, stationery, writing instruments, performance kites, water toys, sports activity toys, vehicles, infant/preschool, plush, construction toys, electronics, dolls, dress-up, role play, and pet toys and accessories.

**POINT OF DIFFERENTIATION:** JAKKS applies innovation and imagination to its products and business strategy. The company starts with a diverse product portfolio—classic toys such as action figures, vehicles, dress-up outfits, art activities, dolls and kites, alongside toys and other consumer products with cutting-edge technology. The company aligns itself with industry leaders and focuses heavily on top licenses and evergreen brands. JAKKS then applies creative strategies to bring the most innovative products to market. JAKKS has tremendous success breathing new life into classic brands and creating new directions for properties, sometimes in ways their licensors never dreamed of.

### **Jay Franco and Sons**

([www.jayfranco.com](http://www.jayfranco.com))

Joseph A. Franco, vice president  
 295 Fifth Ave., New York, NY 10016  
 Tel.: 212 679-3022

**SAMPLING OF LICENSES:** All Disney Classic properties and all Disney film properties, as well as Marvel, DreamWorks, Warner Brothers, HIT Entertainment, Nickelodeon, Cartoon Network, United Media, King Features.

**PRIMARY BUSINESS:** Bedding and towels.

**POINT OF DIFFERENTIATION:** As an industry trendsetter and trusted partner in the licensed home furnishings industry since 1937, Jay Franco & Sons Inc. offers exclusive designs while meeting special needs and requests. It is a top performer in innovative product, designing, and merchandising, and its reputation is one of high quality, always utilizing the latest techniques, fabrications, and embellishments.

### **Jerry Leigh Apparel**

([www.jerryleigh.com](http://www.jerryleigh.com))

Rachel Lusted, director, licensing and business development  
 7860 Nelson Rd., Van Nuys, CA 91402  
 Tel.: 818 909-6200

**SAMPLING OF LICENSES:** Disney, It's Happy Bunny, Levi's, Warner Bros., Harajuku Lovers, Tokidoki, Nickelodeon, Ford, MTV Networks, Pussy Cat Dolls.

**PRIMARY BUSINESS:** Apparel.

**POINT OF DIFFERENTIATION:** An outstanding relationship with retailers and licensors.

### **Junk Food**

([www.junkfoodforever.com](http://www.junkfoodforever.com))

Natalie Grof, CEO  
 2652 Long Beach Avenue, Los Angeles, CA 90058  
 Tel.: 323 325-9835

**SAMPLING OF LICENSES:** MTV, Warner Bros., Mr. Men and Little Miss, Dr Pepper/7-Up, Authentic Hendrix, Hallmark, Bon Jovi, Kellogg's, Liberace, Hasbro.

**PRIMARY BUSINESS:** Vintage-inspired, high-quality fashion apparel for infants, toddlers, girls, tweens, men, and juniors.

**POINT OF DIFFERENTIATION:** With

a solid reputation among licensors as an engine for building and rebuilding brand equity, Junk Food's artistic, distinctive designs differentiate it from its competitors.

### **Kids' Headquarters**

Cory Silverstein, corporate executive vice president

31 W. 34th St., New York, NY 10001  
Tel.: 212 971-5660

**SAMPLING OF LICENSES:** Disney, Ecko/Ecko Red, And 1, Nickelodeon, Hilary Duff, Marvel, Kenneth Cole, Skechers, Strawberry Shortcake, U.S. Polo Association.

**PRIMARY BUSINESS:** Children's apparel sizes 0 to 20.

**POINT OF DIFFERENTIATION:** What sets Kids Headquarters apart is product and people. Whether it's the design department, production, sales, brand management, or other support functions, Kids Headquarters has sought out the industry's best and indoctrinated each with the spirit to succeed and with a single-minded focus to be the best.

### **Kinnerton Confectionery and Zetar (www.kinnerton.com)**

Rachel Wyatt, director of marketing, Kinnerton  
Dean Greasley marketing manager, Zetar  
1000 Highgate Studios, 53-79 Highgate Road,  
London NW5 1TL UK  
Tel.: + 44 (0) 207 2849500

**SAMPLING OF LICENSES:** The Simpsons, Barbie, Marvel Heroes, Spider-Man, WWE, Bang on the Door, Disney, Numberjacks, Thomas and Friends, Mr. Men, HIT Children's Favourites, Peter Rabbit, Shrek 3, Transformers, Kung Fu Panda, Little Princess.

**PRIMARY BUSINESS:** Confectionery and snacking.

**POINT OF DIFFERENTIATION:** According to the company, "We are a manufacturer, not a marketing company. We make chocolate in our factory that is nut-free-catering to the UK's population where 1 in 50 children have a nut allergy. We have been in business for 30 years and are trusted by both retailers and licensors because we produce licensed and private-label confectionery to the highest standards. Our sugar confectionery is made with no artificial colors and flavors, we have removed hydrogenated vegetable fats from our confectionery, and we endeavor to produce confectionery that ticks all the right boxes for parents—who tend to be the main purchaser of character confectionery." Sales figures for the latest financial year were approximately £60 million (\$120 million).

### **Konami Digital Entertainment Inc. (www.konami.com)**

Dan Kletzky, vice president, licensing & merchandising business division

Tel.: 310 220-8357

**SAMPLING OF LICENSES:** American Idol, Winx Club, Hellboy, Yu-Gi-Oh!

**PRIMARY BUSINESS:** Video games, trading cards, arcade games, toy and hobby.

**POINT OF DIFFERENTIATION:** Konami is a leader in music-driven games such as Dance Dance Revolution, Karaoke Revolution (American Idol), Drum Mania, Beatmania, and more. The company also has a unique mix of IP, which includes classic library titles such as Frogger and Contra, along with new intellectual property rights such as Elebits and Coded Arms. Combine that with ongoing IPs such as Metal Gear Solid, Castlevania, Silent Hill, and Winning Eleven Pro Evolution Soccer, and Konami crosses all demographics.

### **Kurt S. Adler (www.kurtadler.com)**

7 W. 34th St., New York, NY 10001

**SAMPLING OF LICENSES:** Barbie, Coca-Cola, Elvis, Hello Kitty, MLB, Mary Engelbreit, SpongeBob SquarePants, Thomas Kinkade, Winx Club, The Wizard of Oz.

**PRIMARY BUSINESS:** Holiday decorations.

**POINT OF DIFFERENTIATION:** Kurt Adler's dominant position is achieved with a unique blend of innovation, value, and service. With headquarters in New York City and a state-of-the-art distribution center, the business continues today to be run by Kurt Adler's children—Howard, Clifford, Karen, and Richard. The one-stop source for all holiday needs, Kurt Adler and the Santa's World brand showcase talented designers and iconic licenses with products from some 200 factories in 15 countries.

### **Lantis Eyewear (www.lantiseyewear.com)**

Scott Sennett, executive vice president  
489 Fifth Avenue, New York, NY 10017  
Tel.: 212 561-7500

**SAMPLING OF LICENSES:** Ben Sherman, Dockers, Essence, Kathy Van Zeeland, Perry Ellis, Caribbean Joe, MUDD, PGA Tour.

**PRIMARY BUSINESS:** Sunglasses, optical eyewear, and readers (private-label brands).

**POINT OF DIFFERENTIATION:** With more than 30 years' experience as a supplier of eyewear to many of today's largest retailers, Lantis has product development expertise with designer brands, sourcing capabilities, superior quality with extensive quality-control emphasis, a commitment to inventory, and a large buying power for competitive pricing.

### **Leanin' Tree (www.leanintree.com)**

Susan January, vice president/product Management

6055 Longbow Dr., Boulder, CO 803301  
Tel.: 303 530-1442

**SAMPLING OF LICENSES:** Josephine Wall, Jody Bergsma, Mike Scovel, Judy Buswell, Rachael Hale, Ron Burns, Wayne Dyer, Deepak Chopra, Doreen Virtue, Louise Hay, Connie Haley, Betsy Cameron, Lisa Jane, Gary Patterson, Flavia Weedn, Debbie Mumm, Kathleen Francour, Mary Baxter St. Clair, Royce McClure, Valerie Tabor Smith, Nel Whatmore, Adele Basheer, Sandi Gore Evans, Bev Dolittle, Cowboy Cartoonists International, Larry Fanning, Lee Bogle, Jim Warren, and the work of more than 400 other artists.

**PRIMARY BUSINESS:** Everyday, seasonal, and Christmas cards, which includes boxed cards and boxed card assortments. Gift products include magnets, mugs, list pads, note pads, poster prints, note cards, and bookmarks.

**POINT OF DIFFERENTIATION:** A family business founded in 1949, Leanin' Tree continues its tradition of being a leading publisher of fine art for greeting cards and gift products, with its emphasis on combining the best in art, words, and design in a way that touches people's hearts. Leanin' Tree's products reach consumers with special interests or regional affinities, featuring artwork in such categories as wildlife, horse, coastal, western, Native American, Southwest, fantasy/spiritual, humor, and many others.

### **LEGO (www.lego.com)**

DK-7190 Billund  
Denmark  
Tel.: +45 79506070

**SAMPLING OF LICENSES:** Batman, Bob the Builder, Avatar, Star Wars, SpongeBob SquarePants, Harry Potter, Thomas & Friends.

**PRIMARY BUSINESS:** Toys.  
**POINT OF DIFFERENTIATION:** The LEGO brand is more than simply a familiar logo. It is the expectations that people have of the company—toward its products and services, and the accountability that the LEGO Group feels toward the world around it. The brand acts as a guarantee of quality and originality. Sales for the latest financial year were 7.8 billion Danish kroner (US\$1.5 billion).

### **Leomil (www.leomilgroup.com)**

Wieke Quak, marketing & licensing manager  
Lindestraat 58  
9700 Oudenaarde  
Belgium  
Tel.: + 32 55 30 54 20

**SAMPLING OF LICENSES:** Miffy, Strawberry Baby, Bob the Builder, Thomas & Friends, Spider-Man & Friends, Le Petit Prince, Spider-Man Classic, SpongeBob SquarePants, Pokémon, Alien Bazar, The Simpsons, Marvel

Extreme, Power Rangers, Disney Princess, Dora the Explorer, Strawberry Shortcake, Disney Witch, Pucca, Disney Cuties, The Dog.

**PRIMARY BUSINESS:** Footwear and apparel.

**POINT OF DIFFERENTIATION:** For more than 45 years, Leomil Group has worked alongside its customers to provide dynamic product lines and exclusive licensing properties. The ongoing support of the key European retailers enables Leomil to continue to strive to be a leader in the European footwear and apparel licensing industry. Annual sales figures for the latest financial year were \$220 million.

### Lexington Home Brands

([www.lexington.com](http://www.lexington.com))

Shannon Baugh, director, marketing  
1300 National Highway, Thomasville, NC 27360  
Tel.: 336 474-5300

**SAMPLING OF LICENSES:** Tommy Bahama, Arnold Palmer, Liz Claiborne, Nautica, Bob Timberlake, Woolrich, Trump.

**PRIMARY BUSINESS:** Bedroom, dining room, and living room furniture; upholstery; occasional furniture.

**POINT OF DIFFERENTIATION:** Lexington Home Brands is a global marketer and manufacturer of branded case goods and upholstery distributed through independent home furnishings retailers and designer showrooms.

### Lotta Luv ([www.lottaluv.com](http://www.lottaluv.com))

Marie Todd, senior vice president  
9 E. 37th St., 10th floor, New York, NY 10016  
Tel.: 212 937-0061

**SAMPLING OF LICENSES:** Hershey, Disney, Cadbury Schweppes, Tootsie Roll Industries, Jelly Belly.

**PRIMARY BUSINESS:** HBA.

**POINT OF DIFFERENTIATION:** According to the company, "Execution and attention to detail in all that we do, as well as a flexibility to adjust to customers' requests and needs, is what sets us apart from our competitors. It's also the quality of the brands that we license and the number of brands that we have the great fortune to be working with that makes a difference. Lotta Luv is known for product innovation and packaging and has won several awards for our creativity."

### Martin Yaffe International

([www.martinyaffe.com](http://www.martinyaffe.com))

Hannah Graves, licensing manager  
Arrow Mill, Queensway,  
Rochdale OL11 2QN  
UK  
Tel.: + 44 (0) 1706 717800.

**SAMPLING OF LICENSES:** Bob the Builder, Fireman Sam, Rupert Bear, Disney, Dora the

Explorer, Go, Diego, Go!, Dr. Who, The Simpsons, In the Night Garden.

**PRIMARY BUSINESS:** Toys.

**POINT OF DIFFERENTIATION:** An extensive product range, comprehensive supply chain network, and dedicated account management team allows Martin Yaffe International to work with major retailers and independents alike. A key strength and unique selling point for the business is its in-house design studio. A 20-strong team of graphic designers, product designers, design engineers, sculptors, and photographers covers all aspects of the design process. The department is equipped with the latest technology, enabling it to produce the most innovative, eye-catching, and market-leading products. Working to the latest international safety standards, Martin Yaffe International's manufacturing team has the latest production, testing, and demonstration facilities, which ensure the highest possible standards of manufacturer and product quality. Martin Yaffe International was awarded the prestigious TRA Toy Supplier of the Year award in January 2007.

### Mattel Inc. ([www.mattel.com](http://www.mattel.com))

Holly Stein, vice president of licensing acquisitions  
333 Continental Blvd., El Segundo, CA 90245  
Tel.: 310 252-2000

**SAMPLING OF LICENSES:** Disney/Pixar Cars, Batman, DC Superheroes, Cartoon Network, Naruto, Monster Jam, Speed Racer (2008), Kung Fu Panda (2008), Winx Club, High School Musical, Disney Princess, The Wizard Of Oz, and others.

**PRIMARY BUSINESS:** Toys, dolls, die-cast vehicles, CD games and collectible game cards and DVD games, apparel, and accessories.

**POINT OF DIFFERENTIATION:** For more than 60 years, Mattel has created innovative toys that give kids a play experience they will love and remember. A global licensing leader, Mattel boasts best-in-class partnerships with leading licensees in the entertainment, apparel, sporting goods, electronics, and infant/toddler categories.

### McFarlane Toys ([www.mcfarlane.com](http://www.mcfarlane.com))

Amy Fabey, licensing manager  
1711 W. Greentree Dr., Suite 208, Tempe, AZ 85284  
Tel.: 480 491-7070

**SAMPLING OF LICENSES:** NBA, NFL, MLB, NHL, Alien vs. Predator, Napoleon Dynamite, Tim Burton's Corpse Bride, Wallace and Gromit: Curse of the Were-Rabbit, Shrek, Lost, The Simpsons, Hanna-Barbera.

**PRIMARY BUSINESS:** Toys (action figures).

**POINT OF DIFFERENTIATION:** McFarlane Toys was established in 1994 to manufacture and sell action figures based on founder Todd McFarlane's comic book character Spawn, and the international, award-winning company has expanded into licensed products to become a premier action-figure producer.

### MeadWestvaco ([www.mead.com](http://www.mead.com))

Shanan Kern, director of licensing  
4751 Hempstead Station Dr., Kettering, OH 45429

Tel.: 937 495-3486

**SAMPLING OF LICENSES:** Various Disney, Marvel, Nickelodeon, DreamWorks, Hasbro, and Warner Bros. properties, as well as Franklin Covey, Thomas Kinkade, Real Simple, Better Homes & Gardens, Scholastic, Indiana Jones, Elvis, and I Love Lucy.

**PRIMARY BUSINESS:** Back-to-school products, decorative calendars, gift and social stationery, arts & crafts, home & office, and time management.

**POINT OF DIFFERENTIATION:** MeadWestvaco is a market leader in back-to-school supplies, decorative calendars, and decorative stationery. The company's full-line offering reaches consumers through gift and mass channels around the globe. Mead Consumer and Office products sport the best names in entertainment, juvenile, and fine art. The company consistently produces distinctive interpretations of hot licenses and smart trends.

### Mighty Fine ([www.mightyfineinc.com](http://www.mightyfineinc.com))

Patty Timsawat, chief operating officer  
2010 E. 15th St., Los Angeles, CA 90021  
Tel.: 213 627-2498

**SAMPLING OF LICENSES:** Disney, Sanrio, Peanuts, Sesame Street, Mattel.

**PRIMARY BUSINESS:** T-shirts, knit tops, hoodies and thermals, and fleece for men, juniors, tweens, and toddlers.

**POINT OF DIFFERENTIATION:** Mighty Fine is a design studio and brand innovator. The company's strengths lie in its ability to create original artwork based on the essence of a brand while working in partnership with property owners and Mighty Fine's extensive network of retailers to create compelling product statements.

### MjC ([www.gomjc.com](http://www.gomjc.com))

Mark Siegel, vice president, licensing  
2725 Oakdale Ave., San Francisco, CA 94124  
Tel.: 415 285-2746

**SAMPLING OF LICENSES:** Peanuts, Guinness, AC/DC, Jack Daniel's, Domo.

**PRIMARY BUSINESS:** Men's, women's, and kids' T-shirts, loungewear, and underwear.

**POINT OF DIFFERENTIATION:** According to the company, "We have superior retail relationships across all tiers and demographics. We continually innovate through our level of trend and fashion offerings, and are diversified in our portfolio of licenses and fashion brands."

**Mondo** ([www.mondoworldwide.com](http://www.mondoworldwide.com))

Fabrizio Vaira, licensing manager  
P.le Edmondo Stroppiana, 1  
12051 Alba Fraz. Gallo (CN)  
Italy  
Tel.: +39 0173 232111

**SAMPLING OF LICENSES:** Action Man: Italy, Greece and France; Barbie: Europe, East Europe, Africa, Middle East; Hot Wheels: Europe; Warner: Italy; Teletubbies: Europe; Spider-Man: Europe, East Europe, Africa, Middle East; Marvel Heroes: Europe, East Europe, Africa, Middle East; The Simpsons: Italy; Walt Disney: Europe, East Europe, Africa, Middle East; Power Rangers: Europe, East Europe, Africa, Middle East; Ape Maia: Italy and Spain; Tabaluga: Germany; Dora the Explorer: Benelux; Go, Diego, Go!: Benelux; Naruto: Italy; Moto GP: Italy; Heidi: Italy; In the Night Garden: UK and Eire; Thomas and Friends: UK and Eire; Fifi: UK and Eire; Juventus: World; Inter: World; Milan: World; Fifa: World; Fiba: World; Fivb: World.

**PRIMARY BUSINESS:** Outdoor toys.

**POINT OF DIFFERENTIATION:** Mondo's businesses are diverse, but share the same approach: Deliver the highest-quality product at the most competitive price feasible. In the last few years, Mondo's range has expanded considerably, making Mondo one of the most diverse and complete outdoor toy companies. In each toy category, Mondo has closely worked with licensors and customers to enhance the marketing of licensed products. This has often led to the development of items that have gone beyond the style guide requirements and expressed the property's value at their best.

**NECA** ([www.necaonline.com](http://www.necaonline.com))

Joel Weinschanker, president and COO  
603 Sweetland Ave., Hillside, NJ 07205  
Tel.: 908 245-8100

**SAMPLING OF LICENSES:** Harry Potter, Pirates of the Caribbean, Nightmare Before Christmas, Christmas Story, Pulp Fiction, Kill Bill, Sin City, Grindhouse, Gremlins, The Crow.

**PRIMARY BUSINESS:** Action figures, apparel, collectibles, gift products, posters, home decor.

**POINT OF DIFFERENTIATION:** Making special products for special customers—high-quality, moderately priced items for the specialty customer. NECA's 3-D collectible products,

short lead times, and its ability to develop an entire "section" dedicated to a license or product type separates the company from its competitors.

**New Era Cap Co.** ([www.neweracap.com](http://www.neweracap.com))

160 Delaware Ave., Buffalo, NY 14202  
Tel.: 716 549-0445

**SAMPLING OF LICENSES:** MLB, NBA, NHL.

**PRIMARY BUSINESS:** Headwear.

**POINT OF DIFFERENTIATION:** Behind the New Era flag exists an 85-year history filled with passion, integrity, and pride—qualities reflected in the highly crafted headwear New Era produces in the United States and overseas. New Era's history is steeped in a 70-year relationship with MLB that has developed into fruitful partnerships with other sports leagues and many major colleges.

**Nike USA Inc.** ([www.nike.com](http://www.nike.com))

Rodney Knox, director, PR  
One Bowerman Dr., Beaverton, OR 97005  
Tel.: 503 671-4589

**SAMPLING OF LICENSES:** CLC, MLB, NCAA, USA Basketball, Bowl Championship Series, Haddad Brands, Manchester United, LRG, U.S.A. Olympics.

**PRIMARY BUSINESS:** Footwear, apparel, sports equipment.

**POINT OF DIFFERENTIATION:** Nike climbs inside the athletic mind. It aims to feel every beat of the athletic heart and to flex, bend, twist, and torque every inch of athletic muscle from shoes to apparel and equipment. In its licensed business, Nike is authentic first.

**Olaes Enterprises Inc. d/b/a ODM** ([www.odmart.com](http://www.odmart.com))

Jay Kopelowitz, vice president, licensing; Nikh Nobouphasavanh, director, licensing  
13860 Stowe Dr., Poway, CA 92064  
Tel.: 858 679-4450

**SAMPLING OF LICENSES:** Guinness, Choppers, Ben 10, Captain Morgan, Full Metal Alchemist, Good Fellas, General Motors, Jimi Hendrix, Jarritos, Selena, Tonka, World Poker Tour.

**PRIMARY BUSINESS:** T-shirts, sweatshirts, tank tops, and jerseys in men's, young men's, women's, juniors', and boys' 4 to 20.

**POINT OF DIFFERENTIATION:** ODM partners with its customers for mutual growth and success through the creation of innovative, leading-edge graphic designs. In an industry where deadlines and details are commonly disregarded, ODM continues to stand out in the areas of personal attention and service, overall quality, and on-time delivery. Hundreds of retail buyers and sales reps have grown accustomed to counting on ODM to deliver edgy designs, often in just one week's time.

**Oregon Scientific**

([www2.oregonscientific.com](http://www2.oregonscientific.com))

Bill Uzell, executive vice president, Electronic Learning Products  
19861 SW 95th St., Tualatin, OR 97062  
Tel.: 503 783-5100

**SAMPLING OF LICENSES:** Barbie, Hot Wheels, and Star Wars.

**PRIMARY BUSINESS:** Youth electronic learning products (for licensed products).

**POINT OF DIFFERENCE:** Oregon Scientific's Youth & Learning Electronics offers a variety of educational and fun, kid-friendly electronics ranging from interactive laptops and learning globes to small gadgets for on-the-go learning. Licenses from Mattel, Batman, and now Lucasfilm bring activities to life, enhancing the imagination and connection to learning. Oregon Scientific's product mix is grounded in a unique mix of value, functionality, and superb design.

**Panini Group** ([www.paninigroup.com](http://www.paninigroup.com))

Viale Emilio Po 380  
4110 Moderna  
Italy  
Tel.: +39 059 382111

**SAMPLING OF LICENSES:** Harry Potter, Spider-Man, X-Men, Fantastic Four.

**PRIMARY BUSINESS:** Comics, stickers, cards.

**POINT OF DIFFERENTIATION:** Panini is synonymous worldwide with stickers. Historically, the company has grown thanks to collectible items, and it remains one of the most important areas of business for the group.

**Penguin Young Readers Group** ([www.penguin.com](http://www.penguin.com))

375 Hudson St., New York, NY 10014  
Tel.: 212 366-2000

**SAMPLING OF LICENSES:** Angelina Ballerina, Charlie and Lola, Lil' Bratz, Puppy Scooby-Doo, Dick & Jane, Sonic X, Hip Hop Kidz, PAAS, Happy Feet, Mr. Bean's Holiday.

**PRIMARY BUSINESS:** Children's books.

**POINT OF DIFFERENTIATION:** Penguin aims to license properties with strong characters and stories that translate well into books. The company also has several properties that have started out as strong book properties: Angelina Ballerina, Charlie and Lola, and Miss Spider.

**Playmates Toys** ([www.playmatestoy.com](http://www.playmatestoy.com))

Andre Lake Mayer, vice president, strategic alliances and business development  
611 Anton Blvd., Suite 600, Costa Mesa, CA 92626  
Tel.: 714-428-2000

**SAMPLING OF LICENSES:** Disney Princess,

Disney Fairies, Winnie the Pooh, Strawberry Shortcake, Teenage Mutant Ninja Turtles.

**PRIMARY BUSINESS:** Toys and youth and interactive electronics.

**POINT OF DIFFERENTIATION:** During the past 26 years, Playmates has built lasting toy brands inspired by some of the most successful and enduring licenses in the industry. Its selective investment in licensed properties ensures that Playmates dedicates the marketing and product development resources required to build sustainable, multiyear toy franchises. This longer-term perspective, the company's ability to bring licensed entertainment and character properties to life in compelling, feature-rich product and its proven track record of design excellence and marketing innovation make the company a more focused, proactive, and imaginative partner for licensors worldwide.

### Promotion in Motion

([www.promotioninmotion.com](http://www.promotioninmotion.com))

3 Reuten Dr., Closter, NJ 07624

Tel.: 201 784-5800

**SAMPLING OF LICENSES:** Welch's Fruit Snacks, Creamsicle, Fudgsicle, NASCAR.

**PRIMARY BUSINESS:** Confections, fruit snacks, fruit rolls, snack and specialty foods.

**POINT OF DIFFERENTIATION:** Promotion In Motion was founded in 1980 by Michael G. Rosenberg and is one of North America's most prominent and rapidly growing manufacturers and marketers of popular brand-name confections, fruit snacks, fruit rolls, snack, and specialty foods.

### Publications International Ltd.

([www.pubint.com](http://www.pubint.com))

Laura McKeown, trade marketing manager  
7373 N. Cicero Ave., Lincolnwood, IL 60712  
Tel.: 847 676-3470

**SAMPLING OF LICENSES:** Disney, Sesame Workshop, Hit Entertainment, Mattel, Nickelodeon, Warner Bros., Fisher-Price.

**PRIMARY BUSINESS:** Books.

**POINT OF DIFFERENTIATION:** With more than 30 years of publishing experience, PIL is one of America's premier publishing companies, providing consumers with the best-quality books and offering an array of titles in categories such as children's books, cookbooks, automotive, and general interest, as well as stationery and photo albums.

### Pure Country Weavers/Fine Art Tapestries

([www.purecountry.com](http://www.purecountry.com))

Tricia Clark, director, design  
81 Skylar Dr., Lynn, NC 28750  
Tel.: 828 859-9916

**SAMPLING OF LICENSES:** Applejack, Art In

Motion, Bentley, Children of the Inner Light, Looking Good, Gingerbread Designs, MHS Licensing, Porterfield's, Ruth Levison, CLC.

**PRIMARY BUSINESS:** Tapestry wall hangings, throws, pillows.

**POINT OF DIFFERENTIATION:** Pure Country Weavers/Fine Art Tapestries is dedicated to domestically producing innovative textile art from every time period, spanning from the Middle Ages to contemporary art.

### Random House

([www.randomhouse.com/kids](http://www.randomhouse.com/kids))

Judith Haut, VP, communications  
1745 Broadway, 10th Floor, New York, NY 10019

Tel.: 212 782-9000

**SAMPLING OF LICENSES:** Berenstain Bears, Bob the Builder, Barbie, Disney, Nickelodeon, Peter Cottontail, Precious Moments, Sesame Street, Thomas and Friends.

**PRIMARY BUSINESS:** Children's books.

**POINT OF DIFFERENTIATION:** Between Random House and Golden Books, the company has more than 100 years of experience publishing licensed characters. Small, license-specific teams comprising representatives from editorial, art, marketing, publicity, and brand management work with each licensor and develop publishing programs and promotional campaigns that reach an array of consumers.

### Ravensburger

([www.ravensburger.com](http://www.ravensburger.com))

Postfach 1860  
88188 Ravensburg  
Germany

Tel.: + 49 (0) 751 860

**SAMPLING OF LICENSES:** Big Tent Entertainment, Harley-Davidson, Thomas and Friends.

**PRIMARY AREA OF BUSINESS:** Puzzles.

**POINT OF DIFFERENTIATION:** Over 120 years of experience manufacturing products that encourage children and adults to explore, discover, learn, and laugh.

### Reader's Digest

([www.rd.com](http://www.rd.com))

Pleasantville, NY 10570

Tel.: 914 238-1000

**SAMPLING OF LICENSES:** Disney, Nickelodeon, Barbie, Fisher-Price, Sesame Street, Transformers, My Little Pony, Shrek 3, Little Tikes, NASCAR.

**PRIMARY BUSINESS:** Children's books.

**POINT OF DIFFERENTIATION:** Reader's Digest Children's Publishing creates unique books for children that combine creativity with the best world-class brands. It strives to create fun new formats and encourage a love of reading in all.

### Ripple Junction

([www.ripplejunction.com](http://www.ripplejunction.com))

Neil Hoynes, president  
11529 Goldcoast Dr., Cincinnati, OH 45249  
Tel.: 513 559-3900

**SAMPLING OF LICENSES:** Naruto, Bleach, Animaniacs, Family Guy, American Fighter, Big Lebowski, Futurama, Grateful Dead, Aqua Teen Hunger Force.

**PRIMARY BUSINESS:** Entertainment apparel and accessories, including T-shirts, hoodies, track jackets, loungewear, stickers, patches, bags, and wallets.

**POINT OF DIFFERENTIATION:** Ripple Junction's depth of pop-culture knowledge, combined with a quirky sense of humor and an extremely talented and friendly staff, sets it apart from its competitors. Ripple Junction has the ability to successfully design trendy apparel and accessories ranging from sci-fi to classic to rock to cute juniors' art properties.

### Rubie's Costume Co.

([www.rubies.com](http://www.rubies.com))

Lauren Rabinowitz, licensing manager  
One Rubie Plaza, Richmond Hill, NY 11418  
Tel.: 516 326-1500

**SAMPLING OF LICENSES:** Burger King, High School Musical, Shrek 3, 24, Alien vs. Predator, Edward Scissorhands, Napoleon Dynamite, Betty Boop, Star Wars & Clone Wars, Bratz, A Nightmare on Elm Street, Friday the 13th Lord of the Rings, The Texas Chainsaw Massacre, Nacho Libre, Nickelodeon, Clifford the Big Red Dog, I Dream of Jeannie, Ghostbusters, Animal House, The Cat in the Hat, Curious George, Grinch, Psycho, The Munsters, Scarface, Universal Monsters, 300, Batman The Dark Knight, Catwoman, Corpse Bride, Flintstones, Harry Potter, The Jetsons, Justice League, Looney Tunes, Matrix, Scooby-Doo, Superman, Teen Titans, The Wizard of Oz, V for Vendetta, The Addams Family, Battlestar Galactica, Dog the Bounty Hunter, Eragon, Zorro, Indiana Jones and the Kingdom of the Crystal Skull, Speed Racer.

**PRIMARY BUSINESS:** Halloween costumes and accessories.

**POINT OF DIFFERENTIATION:** Rubie's Costume Co. employees more than 2,000 employees in the United States, enabling the company to create and design new and innovative product lines each year. Rubie's manufactures 50 percent of its production in the United States, which allows it to fulfill orders through the last days of the Halloween season.

### Safilo USA

([www.safilousa.com](http://www.safilousa.com))

Robin Ettinger, vice president of marketing  
801 Jefferson Rd., Parsippany, NJ 07054  
Tel.: 973 952-2800

**SAMPLING OF LICENSES:** Alexander McQueen,

Armani Exchange, Balenciaga, Banana Republic, Boss Hugo Boss, Bottega Veneta, Boucheron, Claiborne, Diesel, DSL55, Dior, Dior Homme, Emporio Armani, Giorgio Armani, Gucci, Jimmy Choo, JLO by Jennifer Lopez, Juicy Couture, Kate Spade, Liz Claiborne, Marc by Marc Jacobs, Marc Jacobs, MaxMara, Stella McCartney, Valentino, Yves Saint Laurent.

**PRIMARY BUSINESS:** Manufacturer, marketer, and distributor of ophthalmic (prescription eyeglasses) and sunglasses (prescription and non-prescription sunwear).

**POINT OF DIFFERENTIATION:** Safilo Group, a leader in the high-end and luxury eyewear sector, manages a unique portfolio of proprietary and licensed brands, selected according to criteria of competitive positioning and international prestige, with careful customer segmentation. Safilo oversees the entire production and distribution chain, from research and development to distribution and logistics, ensuring a quality product, flexibility, and efficiency. Selling its products in approximately 130 countries, Safilo carefully selects the retailers and defines how its products are positioned. This strategic choice creates added value for the relationship with the licensors of prestigious brands.

### Scholastic Trade Book Group

(www.scholastic.com)

Lynn Smith, director of licensed publishing  
557 Broadway, New York, NY 10012  
Tel.: 212 343-6100

**SAMPLING OF LICENSES:** Clifford The Big Red Dog, The Magic School Bus, Lego, Lego/Bionicle, Littlest Pet Shop, Star Wars, Indiana Jones, Barney, Wow! Wow! Wubbzy!, Harry Potter (movie tie-ins), The Golden Compass (movie tie-ins), Pokémon, Scooby-Doo, Ripley's Believe It or Not!

**PRIMARY BUSINESS:** Books, publishing.

**POINT OF DIFFERENTIATION:** Scholastic reaches kids, parents, and teachers through a variety of channels, including proprietary school-based book clubs, school-based book fairs, and school-based and direct-to-home continuity programs, retail stores, schools, libraries, television networks, and the company's Internet site.

### SGCompanies (SG Footwear, SG Messer, and SGI Apparel)

(www.sgfootwear.com)

Elisa A. Gangl, vice president of licensing and marketing  
3 University Plaza, Suite 400, Hackensack, NJ 07601

Tel.: 201 342-1200

**SAMPLING OF LICENSES:** Bratz, Fisher-Price,

Gerber, Hilary Duff, Pokémon, Ben 10, Wow! Wow! Wubbzy!, South Park, The Simpsons, It's Happy Bunny, Rebelde, Sesame Street, Curious George, Barney, Looney Tunes, Pink Panther, Dockers, IZOD, Panama Jack, Maidenform, Jockey, Gold Toe, Realtree, Newport Blue.

**PRIMARY BUSINESS:** Footwear and apparel.

**POINT OF DIFFERENTIATION:** We implement aggressive marketing initiatives, comprising retail programs (signage, self-contained units, endcaps, and pallet programs), promotional programs (value-added incentives), and advertising (extensive programs in key publications, ongoing trade and consumer PR efforts).

### Simon & Schuster Children's Publishing (www.SimonSaysKids.com)

Rick Richter, president

1230 Avenue of the Americas, New York, NY 10020

Tel.: 212 698-7000

**SAMPLING OF LICENSES:** Disney, Edgar & Ellen, Nickelodeon, Sesame Street, Shrek, Spiderwick Chronicles, Thomas and Friends.

**PRIMARY BUSINESS:** Books, publishing.

**POINT OF DIFFERENTIATION:** Simon & Schuster Children's Publishing includes Aladdin Paperbacks, Atheneum Books for Young Readers, Little Simon, Margaret K. McElderry Books, Simon & Schuster Books for Young Readers, Simon Pulse, and Simon Spotlight. While maintaining an extensive award-winning backlist, the division continues to publish acclaimed and best-selling books in a variety of formats for children ages preschool through teen, including such high-profile characters as Eloise, Raggedy Ann & Andy, Olivia, Henry & Mudge, The Hardy Boys, Nancy Drew, Buffy the Vampire Slayer, and Shiloh. Simon Spotlight, an imprint wholly devoted to media tie-ins, has become one of the fastest-growing imprints in the children's book industry, with best-selling series based on Nickelodeon's Rugrats, Blue's Clues, The Wild Thornberrys, and Little Bill; HIT Entertainment's Bob the Builder; Fox Family's Angela Anaconda; and Jim Henson's Bear in the Big Blue House properties.

### Take-Two Interactive Software

(www.take2games.com)

622 Broadway, New York, NY 10012

Tel.: 646 536-2842

**SAMPLING OF LICENSES:** MLB, NBA, NHL, World Poker Tour, Family Guy, Dora the Explorer.

**PRIMARY BUSINESS:** Interactive entertainment software, hardware, accessories.

**POINT OF DIFFERENTIATION:** Take-Two's

product offerings include titles for the leading hardware platforms and PC. The company publishes and develops products through its wholly owned labels: Rockstar Games, 2K and 2K Sports, and Global Star Software, and distributes products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game and electronic peripherals and accessories in Europe, North America, and the Asia Pacific region through its Joytech subsidiary.

### Thirstystone Resources Inc.

(www.thirstystone.com)

Mary Martinez, VP, marketing; Tyler Yarbrough, licensing coordinator

1304 Corporate Dr., Gainesville, TX 76240

Tel.: 940 668-6793

**SAMPLING OF LICENSES:** Thomas Kinkadee, Debbie Mumm, Mary Engelbreit, Malenda Trick, Lisa Audit, Big Sky Carvers, Jan Shade Beach, Tara Reed Designs, Donna Jensen, Jim Killen.

**PRIMARY BUSINESS:** Decorative and functional coasters and coordinating gifts.

**POINT OF DIFFERENTIATION:** Thirstystone is committed to maintaining a constant drive to improve products and services, and the willingness and creativity to work with its customers to develop products that sell.

### Thomasville Furniture

(www.thomasville.com)

401 E. Main St., Thomasville, NC 27360

Tel.: 336 472-4000

**SAMPLING OF LICENSES:** Humphrey Bogart, Ernest Hemingway.

**PRIMARY BUSINESS:** Bedroom, dining room, and living room furniture; upholstery; home entertainment and office furniture.

**POINT OF DIFFERENTIATION:** As home styles have evolved over the years, Thomasville has evolved, too, keeping step with the fashion trends of the day. This dynamic and flexible spirit, which underlies everything it does, is what has allowed the company to continue growing its business and maintain its position as industry leader. Today, Thomasville furniture is sold through more than 150 independently owned Thomasville Home Furnishings Stores, as well as over 400 leading independent retail stores.

### THQ (www.thq.com)

29903 Agoura Rd., Agoura Hills, CA 91301

Tel.: 818 871-5000

**SAMPLING OF LICENSES:** Are You Smarter Than a Fifth Grader?, Avatar, NHRA, WWE, Pixar, Nickelodeon, Bratz, Scooby-Doo; wireless licenses: Hello Kitty, Star Wars, NHL.

**PRIMARY BUSINESS:** Interactive entertainment

software for gaming systems including Microsoft Xbox 360 and Xbox; Sony's PlayStation 3, PlayStation 2, and PSP; Nintendo's GameCube, Wii, Game Boy Advance, and DS; Mac and Windows PC, as well as wireless devices (mobile phones/handsets).

**POINT OF DIFFERENTIATION:** THQ has a proven track record of expanding a licensed brand's reach—building on the stories, characters, and rich environments of a given license—to create immersive interactive experiences for game players across the globe.

**TOMY Corp. (www.tomy-usa.com)**

Sandra Leo, senior marketing manager (toys);  
Laura Yoshioka, director (videogames)  
3 Imperial Promenade, Ste 950, Santa Ana, CA  
92707

Tel.: 949 955-1030

**SAMPLING OF LICENSES:** Animal Crossing, Naruto, AFX.

**PRIMARY BUSINESS:** Toys, videogames, electronics, gifts and novelties.

**POINT OF DIFFERENTIATION:** For more than eight decades, TOMY has developed and manufactured a broad portfolio of exciting and educational toys, electronics, games, and video games for children of all ages. Known for its innovation, quality, and safety, TOMY's mission is to produce toys and merchandise that entertain and inspire children and adults.

**ToyQuest (www.toyquest.com)**

Tonia Yaun, licensing manager  
2228 Barry Ave., Los Angeles, CA 90064  
Tel.: 310 231-7292

**SAMPLING OF LICENSES:** Blue Man Group, Whac-A-Mole, Disney, Jeep, Merriam-Webster, Encyclopaedia-Britannica, Mad Science, Turtle Wax, Marvel, Sesame Street, Nickelodeon, Warner Bros.

**PRIMARY BUSINESS:** Toys.

**POINT OF DIFFERENTIATION:** ToyQuest is always one step ahead of the competition by constantly developing unique and innovative products that excite, entertain, and educate children. The company strives to satisfy customers' needs by bringing state-of-the-art, quality toys to market. Its product lines reach across multiple categories including preschool, plush, plastic, wood, inflatables, water and pool toys, battery-operated, radio control, plug and play, musical instruments, youth electronics, and more. ToyQuest is made up of a dedicated staff that is passionate about toys and enjoys making children smile. It is a team committed to creating products that are new, inventive, and—most importantly—fun.

**Trau & Loevner (www.trau-loevner.com)**

Howard Loevner, president  
5817 Centre Ave., Pittsburgh, PA 15206  
Tel.: 412 361-7700

**SAMPLING OF LICENSES:** Dr Pepper/7UP, General Mills, Wham-O, Pepsi/Mountain Dew, Tootsie Roll, Big Wheel, Miller Brewing Company, King Features, Ford, Chrysler, Jeep, The Dog, Love Is, Hershey, Morton Salt, Coppertone, and Smiley Central.

**PRIMARY BUSINESS:** Apparel.

**POINT OF DIFFERENTIATION:** Trau & Loevner's fashion T-shirts focus primarily on high-quality shirts ranging from heathers to 30 singles T-shirts in a wide array of body styles and colors. Print trends include distressing, based-down inks, residue looks, and a wide variety of inks and glitters, some with a vintage flair and others more modern. Trau & Loevner does more than \$24 million in annual sales of licensed shirts.

**TV Mania (www.tvmania.de)**

Monika Albers, licensing manager Europe  
Hans Böckler Strasse 1 - D- 40764 Langenfeld  
Germany  
Tel.: +49 2173-10939-24

**SAMPLING OF LICENSES:** Action Man Atom, Barbie, Ben 10, Biene Maya, Bob the Builder, Bratz, Disney, Dora the Explorer, Go, Diego, Go!, Dragon Ball, Happy Feet, Harry and His Bucket Full of Dinosaurs, Iron Man, Incredible Hulk, Johnny Hallyday, Littlest Pet Shop, Marvel, Superman, Oban Star Racers, Pet Alien, Pink Panther, Shrek 3, Spider-Man 3, Spider-Man classic characters, SpongeBob SquarePants, StarWars/Clone Wars, Strawberry Shortcake, Superman, Tabaluga 3, Thomas and Friends.

**PRIMARY BUSINESS:** Children's nightwear, underwear, casual, and accessories.

**POINT OF DIFFERENTIATION:** The company's strength lies in the ability to create innovative product ranges based on the latest trends in the world of TV merchandise, combined with dedication to service that is second to none. Since its launch 10 years ago TVMania has become a leading European company in the children's licensing business, and a supplier to all the major European retailers including hypermarkets, chain stores, mail order houses, value retailers, and more. Sales figures for the latest financial year were 64.0 million euros (US\$91.6 million).

**Unique Industries Inc.**

(www.favors.com)  
Scott Brown, director, licensing  
4750 League Island Blvd., Philadelphia, PA  
19112  
Tel.: 215 336-4300

**SAMPLING OF LICENSES:** American Chopper, American Idol, Avatar, The Backyardigans, Curious George, Disney Princess, Doodlebops, The Land Before Time, Noddy, Open Season, Surf's Up, Transformers, Yu-Gi-Oh!

**PRIMARY BUSINESS:** Party goods, including party paperware, foil and latex balloons, party favors, piñatas, and decorative accessories.

**POINT OF DIFFERENTIATION:** Unique prides itself on being the "ultimate party specialist." Celebrating its 45th anniversary in the business, it maintains strength in licensing by offering a core group of licensed ensembles, allowing it to place all efforts (creative, marketing, sales, and distribution) behind each and every ensemble to make it special, and, ultimately, a success.

**Upper Deck (www.upperdeck.com)**

Greg Goldstein, vice president, Upper Deck  
Entertainment  
5909 Sea Otter Place, Carlsbad, CA 92010  
Tel.: 760 929-6500

**SAMPLING OF LICENSES:** Yu-Gi-Oh!, Marvel, DC Comics, World of Warcraft, NFL, NHL, NBA, MLB.

**PRIMARY BUSINESS:** Trading card games, collectible cards (sports and entertainment), collectible figurines, and collectible sports memorabilia.

**POINT OF DIFFERENTIATION:** Vivid, high-impact action photography combined with cutting-edge design and high-resolution printing processes is the simple formula that Upper Deck has been using to position themselves at the forefront of the sports and entertainment collectibles and trading card industry. With a passionate focus on detail, quality, and excellence, Upper Deck revolutionized the trading card experience through sophisticated printing technologies that raised quality standards of collectible cards to a whole new level. This is the reason Upper Deck has become the manufacturer and distributor of choice for the world's leading kids' entertainment companies and today's professional sports leagues.

**Vivid Imaginations**

(www.vividimagination.co.uk)

Ashbourne House  
The Guildway  
Guildford  
GU3 1LS  
Tel.: +44 1483 449944

**SAMPLING OF LICENSES:** Roary the Racing Car, Fifi and the Flowertots, WWE, Robin Hood, Golden Balls, Animal Hospital, Narnia, Wall-e, Crayola, Teenage Mutant Ninja Turtles, High School Musical.

**PRIMARY BUSINESS:** Toys and gifts.

**POINT OF DIFFERENTIATION:** Vivid's entrepreneurial approach and speed to market stands out from its competitors. The company has grown year on year and expanded into several new category areas including outdoor, arts and crafts, puzzles, and games. Vivid prides itself on having a flexible approach and works closely with retail and licensing partners to ensure every business opportunity is fully maximized.

**VTech Electronics North America LLC (www.vtech.com)**

Julia Fitzgerald, vice president of marketing  
1155 W. Dundee, Suite 130, Arlington Heights,  
IL 60004

Tel.: 1 800 521-2010 (U.S.)

**SAMPLING OF LICENSES:** Winnie the Pooh, Baby Mickey, Toy Story 2, Disney Princess, Ratatouille, Shrek the Third, Thomas the Tank Engine, Dora the Explorer, Go, Diego, Go!, Baby Einstein, The Batman, Spider-Man and Friends, SpongeBob SquarePants, Care Bears and Scooby-Doo, Bratz, Teletubbies, Cranium.

**POINT OF DIFFERENTIATION:** VTech is a world leader of age-appropriate learning toys. Since 1976, VTech has been developing high-quality, innovative educational products for children from birth to preteen that deliver "smart play" through the combination of entertaining electronic formats and engaging, age-appropriate content that helps children learn while providing fun.

**Wesco (www.wescolimited.com)**

Rob Hughes, managing director  
Cameron House  
Haig Road  
Parkgate Industrial Estate  
Knutsford, Cheshire WA16 8DX  
Tel.: 01565 650117

**SAMPLING OF LICENSES:** The Simpsons, Dr. Who, Star Wars, Barbie, In the Night Garden; Peppa Pig, Roary the Racing Car, Transformers, Disney, Bang on the Door, Shaun the Sheep, Nickelodeon.

**PRIMARY BUSINESS:** Clocks and watches, gifts and gadgets, bedroom storage, pet care.

**POINT OF DIFFERENTIATION:** Celebrating its 20th anniversary this year, Wesco continues to develop its product range, and in 2007 launched an exciting selection of USB accessories. Wesco now has over 400 products, and excellent distribution, making it a significant force in the UK's retail landscape. Annual sales figures for the latest financial year were £6 million (US\$12 million).

**WestPoint Home**

(www.westpointhome.com)

Carolyn D'Angelo, senior vice president of marketing  
28 E. 28th St., 8th floor, New York, NY 10016  
Tel.: 212 930-2000

**SAMPLING OF LICENSES:** Ralph Lauren, Charisma, Harley-Davidson, LittleMissMatched, Scooby-Doo, Pink Panther, Storm Hawks.

**PRIMARY BUSINESS:** Home textiles, including sheets, bedding, and accessories, towel ensembles and bath sheets, blankets and throws, down-filled comforters and pillows, and mattress pads.

**POINT OF DIFFERENTIATION:** With over 190 years of experience, WestPoint Home believes in delivering strong brands with great designs. WestPoint Home services every major retailer throughout the United States with a diverse portfolio of proprietary brands, character licenses, and national brands. Each brand carries its own design image, lifestyle approach, special value, and market position. WestPoint's goal is to provide consumers with bed and bath fashions and trends that allow them to live the brand experience every day.

**Zak Designs (www.zak.com)**

Sheri Sinn, director, licensing  
P.O. Box 19188, Spokane, WA 99219-9188  
Tel.: 509 244-0555

**SAMPLING OF LICENSES:** American Greetings,

Disney, DreamWorks, Hasbro, Marvel, Nickelodeon, Universal, Warner Bros.

**PRIMARY BUSINESS:** Children's mealtime products.

**POINT OF DIFFERENTIATION:** According to the company, Zak Designs was the first to begin putting licensed characters on children's mealtime products, and remains a leader in the category. With offices in 12 countries, Zak not only stays ahead of emerging licensing trends in the United States, but around the globe. Zak also has lasting and valued relationships with major retailers in nearly every channel of distribution.

**ZAP (www.zapltd.co.uk)**

Andrew Downie, licensing & marketing director  
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**SAMPLING OF LICENSES:** Ben Sherman, South Park, Playboy, Golddigga, Elle, RAF, Marvel, Ben 10, Withit, Hello Kitty, Bratz, Fairy Girl, Lola & Charlie, Scooby-Doo, Lazy Town, Postman Pat, Lunar Jim.

**PRIMARY BUSINESS:** Household textiles.

**POINT OF DIFFERENTIATION:** According to the company's statement, "At ZAP, we are known for the quality of both our product and our service; we have a passion for the licensing business that's backed up by more experience than any other company in this sector. But what really drives us is the consumer. We believe that meeting, even exceeding the consumer's needs is the key to success. Our consumer-focused approach means that our products provide clear competitive advantage by being more creative, more involving, and promising a more rewarding experience than other suppliers' products. Consumer-focused, creative, and backed up by the processes, experience, and commitment to deliver make ZAP a market leader in licensed home textiles." Annual turnover for the fiscal year ending July 2007 was £21.4 million (US\$43 million).