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# 101

## LEADING LICENSORS

2005 ended with major retail sales success stories in the licensing business. As this year's Leading Licensors ranking proves, licensors (and their respective partners) got creative, much needed in an ever-changing retail climate. In an address to analysts about the future of Disney Consumer Products, Chairman Andy Mooney suggested the division would grow by \$10 billion by 2007. Seems DCP is at the halfway mark, making the most significant worldwide retail sales leap from \$15 billion in 2004 to \$21 billion in 2005. Other noteworthy leaps include MGA Entertainment, from \$1.1 billion in 2004 to \$2 billion in 2005, thanks to its ongoing Bratz doll success and its moves in lifestyle licensing. As figured, Lucas Licensing climbed from its steady \$1.2 billion to \$3 billion in 2005, backed by innovative programs at the likes of retailers such as Wal-Mart and fun, trendy promotions such as that with international carrier Orange. General

Significant worldwide retail sales gains in 2005.

BY DAWN WILENSKY

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Mills continues its upward momentum: It grew \$500 million last year, and this year adds another \$120 million to reach \$795 million in 2005. Primedia Enterprises also added \$120 million this year, rising to \$250 million in worldwide retail sales for 2005. Based on technology and strategic brand planning, the Goodyear Tire & Rubber Company revved up by \$101 million to total \$126 million this year.

Criteria remain stringent to be included on *LICENSE*'s annual Leading Licensors list. While some companies opted not to be listed, there is a wealth of newcomers and returning licensors, including: Mrs. Fields Famous Brands, Arm & Hammer, Hill and Knowlton, Sunkist Growers, Perry Ellis, Kawasaki, Nissan, Rawlings, Jim Shore, American Greetings, Sunbeam, World Poker Tour, Pernod Ricard, Carter's Watch the Wear, and Peanuts. Even though some licensors share the same sales figure, licensors are listed alphabetically and numbered from 1 to 101. ➤

### Disney Consumer Products \$21 B ◆

Andy Mooney, Chairman, 818.567.5947

**1** Disney Consumer Products continues to emphasize new key franchises such as Disney Fairies and *Pirates of the Caribbean*. Disney Fairies launched in 2005 with the release of *Fairy Dust and the Quest for the Egg*. A set of complementary chapter books hit shelves in early 2006 with toys to follow later this year. A broad cross-category assortment is planned for 2007. The July release of *Pirates of the Caribbean: Dead Man's Chest* reignites the boys' franchise, with a third film slated for 2007. Core franchises also will receive new content as Disney Channel launches *Mickey Mouse Clubhouse* in 2006. With the success of the *Cinderella* program—\$200 million in incremental consumer product retail sales—DCP plans on a complete line of *Little Mermaid* product tied to its October Platinum DVD release. The merchandise program based on Disney/Pixar's *Cars* (due in June) promises to be one of the largest since the *Lion King*. Additionally, DCP plans to further expand its successful *That's So Raven* line of products and will launch its better-for-you food initiative in 2006. ★

### Warner Bros. Consumer Products \$6 B ◆

Karen McTier, EVP, Domestic Licensing and Worldwide Marketing, 818.954.3008; Jordan Sollitto, EVP, New Business Initiatives and International Licensing, 818.954.7807

**2** WBCP will capture the essence of the Man of Steel with a global roster of licensees and product lines inspired by this summer's theatrical release, *Superman Returns*. Along with its licensees from around the world, WBCP will launch a licensing program inspired by the look and feel of the new film, the iconic S-Shield, and the core Superman brand known from DC Comics' comic books. WBCP also will support the upcoming animated theatrical comedy-adventure, *Happy Feet*, while continuing to back properties such as *The Batman*, *Loonatics Unleashed*, *Harry and His Bucket Full of Dinosaurs*, and *The O.C.*, among others. In addition, WBCP will continue to focus on Hanna-Barbera, *Looney Tunes*, *Scooby-Doo*, and *Harry Potter*. As part of its foray into the world of football licensing, WBCP will target football (soccer) fans worldwide through its licensing partnerships with A.C. Milan, the Federacion Mexicana de Futbol (Mexican National Team), and the upcoming 2006 FIFA World Cup Germany. WBCP also was appointed UEFA's exclusive worldwide licensing representative for the 2008 European Championship, UEFA EURO 2008, as well as other competitions including under-21 tournaments, the women's European Championship, and beach soccer. ★

### Nickelodeon & Viacom Consumer Products \$5.2 B ◆

Leigh Anne Brodsky, President, 212.846.7066

**3** Nickelodeon & Viacom Consumer Products handles licensing and merchandising for Nick Jr., Nickelodeon, Paramount Pictures, Comedy Central, MTVN International, Spike TV, and Neopets, and is licensing agent for American Greetings' Holly Hobbie. Holly Hobbie & Friends debuts at retail with toys from Mattel and a DVD series from Paramount Home Entertainment. New programs *Go, Diego, Go!*; *Avatar—The Last Airbender*; and *The Backyardigans* gain retail presence in fall from licensees including Fisher-Price, Mattel, and LEGO. Healthier foods remain a focus with new additions to supplement *SpongeBob SquarePants* spinach and *Dora the Explorer* clementines. *The Godfather* (Paramount Pictures) comes to consumers in 2006 with a video game from Electronic Arts and a high-end apparel line from Trunk. NVCP also takes the lead on programs for upcoming Paramount films including *Nacho Libre*, *Charlotte's Web*, and *Barnyard*. ★

### Marvel Entertainment \$5 B ◆

Tim Rothwell, President, Marvel Worldwide Consumer Products Media Group, 310.550.3113; Bruno Maglione, President, Marvel International, +44.207.025.8401

**4** Integrated licensing programs are being built around theatrical properties such as *X-Men 3* (summer '06; Fox), *Ultimate Avengers*, *Ultimate Avengers 2*, and *Iron Man* (animated features due on DVD first, third, and fourth quarter '06). Marvel launches into 2007 with *Ghost Rider* (February; Sony), *Spider-Man 3* (summer; Sony), and *Fantastic Four 2* (summer; Fox). Other films in development include characters such as Captain America and Namor: The Submariner. Another focus is leveraging Marvel's classic character licensing business and supporting multi-character sub-brands including Marvel Heroes, trend-based Marvel Juniors aimed at teen girls, the preschool-targeted Marvel Super Hero Kids, and the infant-gear-ed Marvel Babies. A core overall strategy will be to continue to consolidate license subcategories with category leaders. On the international front, Marvel will increase its presence in such territories as Latin America, South Korea, China, Korea, and India. ★

### Major League Baseball \$4.7 B ■

Howard Smith, SVP, Licensing, 212.931.7900; Steve Armus, VP, Soft Goods; Colin Hagen, VP, Hard Goods

**5** MLB integrates its new video game model with Take-Two Interactive in conjunction with its 30 clubs and sponsors. The league will launch a new baseball card model and

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support it through a national marketing campaign, in addition to continuing to market to core fans as well as continuing to reach casual fans through the Access to the Show marketing program that last year partnered with the Vans Warped Tour and Foot Locker to create a unique impact national promotional platform. There is a continued focus on the fast-growing women's and kids' apparel businesses. The league will introduce back-to-school products and in-store merchandising and expand the memorabilia category through continued growth and awareness of the MLB Authentication program. ★

## **Sanrio \$4.2 B (est.) ◆**

**Bruce Giuliano, SVP, Licensing, 310.523.1705**

**6** Sanrio will build on its relationship with Fender Musical Instruments Company with the Fender/Hello Kitty song-writing contest. Girls who enter the online contest can win prizes, and some will have the opportunity to be mentored online by professional female musicians, including Lisa Loeb. Clinics at music schools and events also are slated to be held throughout the year. Sanrio seeks more opportunities in luxe categories with the company looking to identify international partners to add to its latest deal with French designer Victoria Casal for cashmere pieces. ★

## **Cherokee Group \$4.1 B (est.) ◆**

**Robert Margolis, Chairman and CEO, 818.908.9868**

**7** The Cherokee brand continues to grow and expand its category reach in the U.S., Canada, Mexico, UK, and Ireland, as well as in Central Europe and parts of Asia. The Sideout brand continues to expand in China, while Carole Little and St. Tropez West grow in the U.S. The company will continue to expand these brands worldwide as it seeks to further develop All That Jazz and Chorus Line in the U.S. Brand representations include *House Beautiful*; Hot Kiss; Norma Kamali; Juan Carlos; Smashbox, as well as *Latina*, recently launched at Sears. ★

## **National Football League \$3.5 B ■**

**Mark Holtzman, SVP, Consumer Products, 212.450.2000**

**8** NFL Equipment (produced by Reebok) and women's and children's product will drive significant growth in 2006. In addition, growth is expected in international apparel. As part of the Reebok partnership, the company outfits all 32 NFL clubs with on-field uniforms and sideline apparel. Other apparel partners: G-III, Outerstuff, VF Imagewear, Riddell, and Wilson. Electronic Arts, the exclusive NFL licensee, fuels video game growth, while Fotoball, Photo File, Forever Collectibles, The Topps Co., Playoff, and Upper Deck score in trading cards and memorabilia. ★

## **General Motors \$3 B ◆**

**Gene Reamer, Manager, Trademark Licensing, 313.667.8545**

**9** General Motors began 2006 by launching an all new Cadillac Escalade, Chevrolet Tahoe, and GMC Denali. Each will be supported with a lineup of scale-model replicas in die-cast collectibles, radio-controlled toys, and ride-ons. Up next: the new Escalade EXT and Chevrolet Avalanche in the spring and the new Chevy Silverado and GMC Sierra pickups in the fall. The new Pontiac Solstice, which is sold out for the 2006 model year, will be joined in the spring by the Saturn Sky. Cadillac is generating new growth in the young men's, women's, and junior apparel categories, which should continue in 2006 with the launch of the new Escalade. The expansion of Cadillac into most major international markets will create new growth in 2006 and beyond. Hummer continues to grow worldwide as a lifestyle brand in all product categories. ★

## **Lucas Licensing \$3 B ■**

**Casey Collins, Senior Director, Domestic Licensing & Retail Marketing, 415.623.1566; Paul Southern, Senior Director, International Licensing & Retail Marketing, 415.623.1928**

**10** *Star Wars Episode III: Revenge of the Sith* was No. 1 at the box office in 2005, earning more than \$850 million worldwide. Lucas Licensing strategically partnered with more than 500 licensees and blue-chip promotional partners to end the year as the licensor of the No. 1 entertainment licensed property, boy toy property, movie-based video game franchise, and licensed publishing program. In 2007, which marks the 30th anniversary of *Star Wars*, the company will introduce a new 3-D animated series in the fall. A new *Indiana Jones* film is expected in summer 2007. ★

## **National Basketball Association \$3 B ■**

**Sal LaRocca, SVP, Global Merchandising, 212.407.8000**

**11** Spalding's new Never Flat basketball became the No. 1 ball in the sporting goods basketball market. Jersey sales remain solid with teams introducing second road jerseys; Hardwood Classics uniforms; and, for the first time, special-edition green St. Patrick's Day jerseys. Kobe Bryant's 81-point game in January created a sales rush with the NBA able to produce product 48 hours after the game. Young stars such as Dwyane Wade and LeBron James are topping best-selling jersey lists. The global popularity of the sport has resulted in international business accounting for 25 percent of overall sales. December 2005 was NBAStore.com's largest sales month ever (a 27 percent increase over December 2004), producing 15 of

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the top 25 best-selling days ever. New 2006 initiatives available exclusively at the NBA Store in New York include the NBA at Home Collection, an upscale furniture line; NBA Beach, a new swim and beachwear line with Ocean Pacific; and an upscale line of men's fashion, 52nd & 5th, by Colony Sportswear. ★

#### **The Collegiate Licensing Company \$3 B (est.) ■**

**Kit Walsh, SVP, Marketing, 770.956.0520**

**12** CLC signed Oregon State University to a licensing agreement last fall and opened an office in San Francisco. CLC clients University of Texas, The Rose Bowl, and the University of North Carolina had unprecedented hot market seasons surrounding their involvement in national championship games. CLC International has a roster of 40-plus clients and continues to expand its global presence, while sister company Licensing Partners International (LPI) added Churchill Downs to its list of non-collegiate licensing properties. ★

#### **4Kids Entertainment \$2.8 B\* (est.) ◆**

**Alfred R. Kahn, Chairman and CEO, 212.758.7666**

**13** A merchandise program is underway for *Yu-Gi-Oh! GX*, including trading cards, video games, and toys. 4Kids teamed with Microsoft to create a children's entertainment property, *Viva Piñata*, with 4Kids serving as the exclusive worldwide agent for all broadcast, home video, music, and merchandise licensing. *Magical DoReMi* introduces music, electronics, and role-play items for young girls. *One Piece*, the pirate TV series that amassed more than \$1 billion in retail sales in Japan, launched on shelves in early '06. ★

\*Estimated worldwide sales for brands including product categories not represented by 4Kids Entertainment.

#### **Westinghouse \$2.5 B (est.) ◆**

**Allan Feldman, President, LMCA, 212.265.7474**

**14** The brand is focused on key consumer and commercial categories, which include: LCD TVs and monitors, light-bulbs, lighting, solar outdoor lighting, ceiling fans, small kitchen appliances, air care, heating/cooling, garage door openers, intercoms, and electrical and computer accessories. ★

#### **United Media \$2.4 B ◆**

**Joshua Kislewitz, SVP, Domestic Licensing, 212.293.8522;**

**Rita Rubin, SVP, International Licensing, 212.293.8521**

**15** As new agency for *Yoko! Jakamoto! Toto!*, the company will spearhead the licensing program, with toys, publishing, and videos an initial focus. Expansion is planned for new client Mary Engelbreit in apparel, infant, home décor, gift, and offerings

related to the Studio's children's book publishing program. A new animated series for Televisa sitcom *El Chavo* is due in the U.S. in late '06. *Jakers!* storybooks, video, and toys are due in summer. An Iron Chef America cookware line will debut by year-end. ★

#### **HIT Entertainment Ltd. \$2.25 B ■**

**Jamie Cygielman, SVP, Consumer Products, 212.463.9623**

**16** HIT Entertainment prepares a slate of new programming, partners, and products including a DVD musical special, *Bob the Builder: Built to Be Wild*, that will be supported by an integrated product program. A new Barney LIVE! The Let's Go Tour, sponsored by Southwest Airlines, visits more than 60 cities. Following on the heels of the *Barney Let's Go* home entertainment series, HIT will release a companion CD series from KOCH Records. Come Ride the Rails with Thomas & Friends steams ahead with new partners and programs, including family event Day Out With Thomas 2006: Come Ride the Rails Tour making stops at more than 40 heritage railroads countrywide. Thomas also extends his publishing roots with the launch of his first magazine. Angelina Ballerina's Dance With Me program is supported by new apparel partner Children's Apparel Network. Additionally, Angelina Ballerina is the official "spokescharacter" for National Dance Week this month. ★

#### **Mattel Brands Inc. \$2.2 B ◆**

**Richard Dickson, SVP, Marketing, Media & Entertainment, 310.252.3137**

**17** Barbie remained at the top of the charts as a global entertainment property with its first-ever national touring stage show in partnership with Clear Channel Entertainment. Barbie also took to the tennis courts, becoming the first kids' property to partner with HEAD. Additionally, Mattel and United Colors of Benetton will work together to expand the Barbie Loves Benetton program with 10 new apparel collections and dolls. Hot Wheels expanded its portfolio of outdoor lifestyle products, partnering with adidas for footwear and Felt for bicycles. Fisher-Price partnered with Britax on a line of car seats and strollers available worldwide. In 2006, Fisher-Price will move toward creating product lines that are more closely aligned with its core offerings, building its babygear and infant business across the globe, and repositioning its Little People content-related product. ★

#### **NASCAR \$2.1 B ■**

**Mark Dyer, VP, Licensing & Consumer Products, 704.348.9600**

**18** The second year of the Chase for the NASCAR Nextel Cup was successful. Television ratings during the

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10-race Chase were up nearly 5 percent, and more than 6.9 million fans attended NASCAR Nextel Cup race weekends. New areas of focus include food categories and home furnishings; appealing to the female fan base; youth initiatives; toys and electronics; and additions to the NASCAR Library Collection, NASCAR's licensed publishing arm. NASCAR also signed a new TV rights contract with ABC and ESPN that will take effect in '07. ★

## **MGA Entertainment \$2 B (est.) ■**

**Sid Kaufman, EVP, Worldwide Licensing, 818.221.4306**

**19** Bratz continues to make its mark as a top fashion doll and girls' lifestyle brand. Currently, there are more than 450 Bratz licensees making thousands of products in 65-plus countries worldwide. Key categories include fashion apparel and accessories, interactive games, footwear, bedding, publishing, cosmetics, and health and beauty. Highlights for 2006 include a couture clothing line, a new DVD release from 20th Century Fox Home Entertainment, a second line of video games from THQ, a global fast-food promotion and Website, and retail-based promotions encompassing the Genie Magic (spring 2006) and Forever Diamondz (fall 2006) themes. Bratz Babyz, a new license from MGA, mixes funky fashions, super-cool style, and forever friendship with a cute, sassy, and mischievous "Brattitude." ★

## **Universal Studios Consumer Products Group \$2 B ◆**

**Beth Goss, EVP, 818.777.1697**

**20** Universal Studios Consumer Products Group is bringing *Curious George* to the mass market with film product rolling out in early 2006 followed by product for the new animated series on PBS Kids in early 2007. Additionally, *The Land Before Time* will provide another area of growth with licensees sought for a new animated television series on Cartoon Network in 2007. *The Fast and the Furious: Tokyo Drift* zooms into theaters this summer with a new line of consumer products. Retro brands remain hot with new licensees being sought for *Scarface*, *Miami Vice*, and other properties. ★

## **20th Century Fox Licensing & Merchandising \$1.5 B ◆**

**Elie Dekel, EVP, Licensing & Merchandising, 310.369.2207**

**21** 20th Century Fox Licensing & Merchandising gets animated this year with comprehensive campaigns lined up for *Family Guy*, *The Simpsons*, *Napoleon Dynamite*, *Eragon*, *24*, and more. With more than 50 licensees on board, *Family Guy* product continues to grow. The newest hit family on Fox, the Griffins, is creating major demand at retail. *Eragon*, Fox's feature film release based on the best-selling first book in the fantasy series, will hit

theaters in fall 2006 with a concentrated licensing program. Additionally, Fox will extend its *Napoleon Dynamite* and *24* lines, while introducing new products for *Princess Bride* and classic television properties such as *In Living Color*. The newly launched Fox Film Icons line that introduces studio icons such as Marilyn Monroe to a new generation in a variety of categories also will see new life this year. For the first time, Fox will act as licensing agent for some titles launched on Microsoft's Xbox 360 platform: *Perfect Dark Zero* and *Kameo: Elements of Power*. ★

## **Ford Motor Company \$1.32 B ◆**

**John Nens, Director, Global Brand Licensing, 313.248.6994**

**22** The Ford Motor Company, along with its licensing agent, The Beanstalk Group, manages more than 300 licensees across all vehicle brands (including Mustang, Ford Trucks, Ford Blue Oval, Ford Racing, Lincoln, and Mercury). In 2005, the F-Series sold 901,463 trucks; the program's 2006 focus is on continued growth for the Mustang and Ford Trucks brands, including the iconic F Series. This year marks several anniversaries, particularly that of the Deuce Coupe, the original American Hot Rod, which hit the streets 75 years ago. A series of events is planned in 2006 to kick off the anniversary and support the licensing program. Plans also are underway for the Model T centennial celebration in 2008. Ford's premier brands, Land Rover, Volvo, Aston Martin, and Jaguar, whose programs are managed by The Beanstalk Group UK, continue to leverage their appeal in the luxury market. ★

## **Pokémon USA, Inc. \$1.3 B ■**

**Holly Rawlinson, VP, Licensing North America/Latin America, 212.765.6000 x2003; Matthew Uppenbrink, Director, Licensing, North America/Latin America, 212.765.6000 x2050**

**23** Pokémon celebrates its 10th anniversary worldwide with a year of special events and products and new releases for video games, movies, and the Pokémon Trading Card Game. Pokémon Emerald was the No. 2 selling video game for 2005, according to The NPD Group. Kids' WB! launched the current season, *Pokémon: Advanced Battle*, in September, which ranked as the No. 1 broadcast program among Saturday morning competition for kids ages 6 to 11, boys ages 2 to 11, and boys ages 6 to 11 during the November sweeps. The eighth Pokémon movie, *Lucario and the Mystery of Mew*, is set for release in the summer. The anniversary year features several new products such as limited-edition anniversary items on [PokemonCenter.com](http://PokemonCenter.com), a special fan-voted anniversary figure set from Hasbro, and downloadable mobile media content through

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Pokémon Mobile. A 24-city Journey Across America mall tour will identify the best Pokémon video game players throughout the nation to send to the Pokémon Video Game National Championships in New York City in August. Beginning in March, for 10 days and 10 weekends, the Space Center Houston hosts a special Pokémon anniversary celebration. ★

**Sunkist Growers, Inc. \$1.3 B ■**

**Greg Combs, VP, Global Licensing, 818.379.7261; Mazen Safadi, Director, New Business Development, 818.379.7266**

**24** Key initiatives to drive growth in 2006 include: category growth, new product development, and territory expansion. ★

**Sesame Workshop \$1.25 B ●**

**Maura Regan, VP & GM, Global Consumer Products, 212.875.6416**

**25** Sesame Workshop will focus on several key initiatives: the launch of Sesame Beginnings, a research-based DVD series designed to enhance parent/child interaction; the rollout of *Pinky Dinky Doo*, an animated preschool series from Sesame Workshop and Cartoon Pizza that explores early literacy skills through storytelling and interactive game play; the 37th season of *Sesame Street* that premieres August 2006 with curriculum focusing on school readiness for today's preschooler; the expansion of an apparel line featuring an all-new young men's program; and a new line of collegiate apparel available at college bookstores nationwide. ★

**BBC Worldwide £706 M\* ◆**

**Anna Hewitt, Head, International Licensing, +020.8433.3991; Richard Hollis, Head, UK Licensing, +020.8433.2556**

**26** 2006 initiatives include launching *Little Robots* and *Charlie & Lola* products into the U.S. market and expanding the availability of the U.S. toy range from Playmates to other international markets. BBC Worldwide aims to secure partners and develop a consumer products strategy for *Charlie & Lola* in international territories where the TV series has been sold. The company will launch *Doctor Who*, one of BBC ONE's highest-rated programs, in the global marketplace. Beginning in 2007, BBC Worldwide will celebrate 10 years of *Teletubbies* globally. BBCW also will launch two brands from Ragdoll in 2007, and signed a deal with Collingwood O'Hare Entertainment for its new series, *The Secret Show*. The deal gives BBCW cross-media rights, including global program distribution, DVD, and global merchandising. *The Secret Show* (52 x 13 minutes) already is

making an international impact with 26 episodes licensed to Nicktoons Network in the U.S. The series will air on Nicktoons Network in January 2007 following its broadcast on CBBC. ★

\*Including share of joint ventures.

**Liz Claiborne \$1.2 B (est.) ◆**

**Barbara J. Friedman, President, Licensing, 212.626.3462**

**27** LCI Licensing, Inc., represents the portfolio of brands for the \$4.6 billion corporation with 69 licensees, domestically and internationally, covering 37 product categories. Most recent deals: Juicy Couture eyewear (Sàfilo USA, Inc.), Juicy Couture footwear (Schwartz & Benjamin, Inc.), Juicy Couture watches (Movado Group, Inc.), Juicy Couture Sidekick II (T-Mobile USA, Inc.), Liz Claiborne swimwear (Swimwear Anywhere, Inc.), Enyce kidswear (BJS Group, LLC), Sigrid Olsen eyewear (Altair Eyewear) and Sigrid Olsen footwear (New York Transit, Inc.), Liz Claiborne home fragrances (Shonfeld's USA, Inc.), Liz Claiborne Home paper goods (C.R. Gibson, Inc.), Liz Claiborne table linens (Bardwil Industries, Inc.), Laundry by Shelli Segal outerwear (The Levy Group, Inc.), Ellen Tracy eyewear (Clear Vision Optical Company, Inc.), and Claiborne formalwear (After Hours Formalwear, Inc.). ★

**Peanuts \$1.2 B ◆**

**Joshua Kislevitz, SVP, Domestic Licensing, 212.293.8522; Rita Rubin, SVP, International Licensing, 212.293.8521**

**28** Coming off a great fourth quarter, Peanuts rolls into '06 with the celebration of the 40th anniversary of *It's the Great Pumpkin, Charlie Brown*. In upcoming months, look for information about a long list of partners on board for the celebration. 2006 also brings the "Year of the Beagle," and internationally, United Media continues to expand the Peanuts licensing program into the key market of China, boasting 2,000 retail destinations throughout the country. ★

**Perry Ellis International \$1.2 B ◆**

**Maria Folyk-Kushneir, VP, Licensing, Perry Ellis and Original Penguin brands, 212.536.5718; Alberto Maduro, Director, Licensing, All Brands-Latin America, 305.418.1331; Pauline Cheung, Director, Licensing and Business Development, All Brands-Asia, 305.873.1418; Fiona Wallace, Managing Director, Licensing, All Brands-Europe, + 353(0)1.477.3212**

**29** Current expansion of Original Penguin in Europe and the U.S. is generating new licensing opportunities. Expansion of brands in Asia, as well as increased penetration of brands in the U.S., continues to attract new licensees. ★

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## The Joester Loria Group \$1.2 B ■

Debra Joester, President, 212.683.5150; Joanne Loria, EVP, 212.683.5150

**30** The Joester Loria Group's client list includes Jeep, Chrysler, Pepsi, Mountain Dew, Care Bears, *Little Robots*, and *Peppa Pig*. New property launches in 2006: programs for Zippo, Entenmann's, and Baby Genius. Key initiatives in 2005: the opening of 200-plus international Jeep shops and shop-in-shops, introduction of Pepsi Clothing, launch of new Care Bears programs (i.e., LIVE show and The Grumpy Bear brand), and ongoing expansion for *Parent* magazine toys and infant products at Target. ★

## The Copyrights Group \$1.16 B ■

Nicholas Durbridge, Chairman & CEO, +44.1295.672050

**31** Key brands including Peter Rabbit, *Marie Claire*, Jacqueline Wilson, and Paddington Bear have ensured steady business over the last year. In 2005, the company launched the second Jacqueline Wilson brand, *Totally Tracy!*. A dedicated range of *Marie Claire* home and lifestyle merchandise recently launched in Myer (Australia) as have the Peter Rabbit juice bar and tea room chains across Japan. ★

## DaimlerChrysler \$1.1 B ◆

Debra Joester, President, The Joester Loria Group, 212.683.5150; Sasha Strauss, Director, Brand Development, Brand Sense Partners, 310.867.7240

**32** The Jeep licensing program approached \$500 million in global sales in 2005 with distribution in 40 countries and six continents. Retail distribution continued to expand in all channels with more than 170 dedicated retail shops and 30 freestanding stores in Asia, Australia, South Africa, and Europe. Global expansion is on tap with a focus on Asia and Eastern Europe; leveraging Jeep vintage graphics with Jeep Willy's merchandise; extending products to all territories, along with new products and retail expansion in the key categories. Three new vehicles are due this year, bringing the number of Jeep nameplates to seven. Chrysler had a banner year in 2005, posting 30 percent growth over 2004 with approximately \$160 million in sales. The introduction of the Chrysler 300C and the popularity of vintage muscle cars continue to fuel success. Key initiatives include Hemi, Urban, Vintage, and Performance products. New graphic packages include turnkey, on-trend designs for the 300C, urban/vintage, and new vehicles including the Chrysler Imperial and Chrysler Aspen. The Dodge program, handled by Brand Sense Partners, grew nearly 20 percent over

2004. New vehicles Magnum, Charger, and Challenger Concept have been the drivers for new consumer products. Dodge licensees developed approximately 2,750 products in 2005, yielding more than \$450 million in retail sales. The launch of Dodge Caliber and Dodge Nitro in 2006 will fuel additional growth this year with youth-oriented consumer electronics products looking to be a key growth area. ★

## Sony Pictures Consumer Products \$1 B ◆

Juli Boylan, SVP, 310.244.4155

**33** SPCP will focus on properties such as *It's A Big, Big World*, *Surf's Up*, *Open Season*, *Monster House*, and *The Da Vinci Code*. ★

## Coca-Cola Company \$900 M (est.) ◆

Cindy Birdsong, VP, Worldwide Licensing and Retail Operations, 404.676.4056

**34** The company's licensing team is set to refresh and rejuvenate its licensing line to help build the iconic stature of the brand and to connect with consumers in a surprising and authentic way by increasingly leveraging design and style across all merchandise categories. The team's strategy draws on the heritage, iconic design, and lifestyle appeal of the brand to broaden its reach and connect to the youthful and style-conscious consumer. ★

## The Coleman Co. \$820 M ◆

Peter M. Fox, VP, New Business Development and Licensing, 316.832.2773

**35** Licensing will play a more pertinent role in the company's overall growth strategy to provide a consistent brand position worldwide. Strategic areas of growth continue to be garage/automotive; outdoor recreation; patio, lawn, and garden; outdoor soft goods/lifestyle products; and boating/marine. ★

## American Greetings Properties \$800 M (est.) ◆

Tamra Seldin, SVP, Consumer Products, American Greetings Properties, 212.386.7337; Betts FitzGerald, VP, Outbound Licensing, AGP, 212.386.7343; Debra Joester, President, The Joester Loria Group (Care Bears), 212.683.5150; Juanita Palomino, VP, Domestic Licensing, DIC Entertainment (Strawberry Shortcake), 818.955.5462; James Davey, SVP, Global Marketing, Nickelodeon & Viacom Consumer Products (Holly Hobbie), 212.258.7276

**36** The successful relaunch of Care Bears with The Joester Loria Group and Strawberry Shortcake with DIC

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Entertainment, each with more than \$1.5 billion in sales, continues with new entertainment building the momentum of these evergreen brands. AGP partners with Nickelodeon to launch the new Holly Hobbie & Friends. New entertainment-driven properties for 2006 include Twisted Whiskers, Maryoku Yummy, and Sushi Pack, as well as the relaunch of the '80s favorite, Madballs. The newly formed AGP includes a dedicated New York City-based licensing team to manage properties in-house. ★

**General Mills Trademark Licensing \$795 M (est.) ♦**

**Galen Hersey, Manager, Trademark Licensing, 763.764.5681**

**37** The company continues its steady growth in food licensing with early 2006 initiatives to include Yoplait Frozen Yogurt and Cereal Bars from Coolbrands and Pillsbury Ice Cream Cakes from Kemps. General Mills also remains committed to growing its other licensing programs by leveraging existing licensees to create fresh, innovative, brand-relevant products and by identifying new licensees to move programs forward into new categories. ★

**Players Inc \$775 M ■**

**Clay Walker, SVP, 202.496.2871**

**38** Players Inc projects the multimedia category will continue to drive business opportunities in 2006, specifically in video games, fantasy football, and wireless. The company's exclusive EA video game deal will fuel growth and transform the industry even further. Players Inc continues to move more of its intellectual property to wireless and mobile devices. Additionally, jersey sales of retired players continue to be a leading consumer purchase in the apparel category. ★

**Frigidaire \$750 M (est.) ♦**

**Philip Raia, EVP, LMCA, 212.265.7474**

**39** The company has built its licensee program around key categories such as air-conditioning and central heating. Sales at long-time licensee Nordyne have outpaced the industry. ★

**Phat Fashions \$750 M ♦**

**Bernt Ullmann, President, 212.798.3101; Marcie Corbett, President, Licensing, 212.997.3065**

**40** In fourth quarter 2005, a Baby Phat lingerie collection launched in department and specialty stores. Phat Fashions' outerwear presence grew in third quarter 2005 with licensees Free Country and NOHO. Footwear remains a growth

vehicle both in domestic and international markets. Phat Fashions has commitments for 56 freestanding stores between Europe, the Middle East, and China. New licensees in 2006: Dan River (housewares), Longstreet (swimwear), and Silver Goose (infant accessories/boxed sets). ★

**Beverly Hills Polo Club \$705 M ■**

**Don Garrison, President and CEO; Roger Tomlinson, VP, Marketing; Brenda Jones, VP, Operations, 949.388.1703**

**41** The upscale brand will continue to open stand-alone and shop-within-a-shop BHPC retail stores, with an emphasis on stores in China, Europe, and the Middle East. ★

**DIC Entertainment \$700 M (est.) ♦**

**Juanita Palomino, VP, Domestic Licensing; Ryan Gagerman, VP, International, DIC Consumer Products, 818.955.5400**

**42** Strawberry Shortcake reached \$1 billion in worldwide retail sales in 2005. DIC nurtures the Classic Strawberry Shortcake program with new fashion top licensee Mighty Fine on board with scratch 'n sniff tops available at Fred Segal and department stores. The Classic Trolls program with master toy partner Play Along launches with products rolling out across specialty stores. Madeline remains a focus with a new entertainment release planned in 2006. DIC will unveil its Vintage McDonald's apparel program. The McKids brand comes to market with active play toys, entertainment, and apparel. ★

**Everlast Worldwide \$700 M ♦**

**Hal Worsham, SVP, Licensing, 212.239.0990**

**43** Priorities include building the company's Asian licensing program to include footwear, apparel, and boxing equipment in China, and boxing equipment and footwear in Japan. The launch of nutritional products in Europe is slated for 2006, as is water, camping equipment, and publishing in the U.S. ★

**Caterpillar Inc. \$638 M ■**

**Linda Stokes, Marketing & Brand Management Department, 309.675.4563**

**44** Cat Footwear continues to push the leading edge of casual footwear with a focus on the women's and children's lines, as well as the iTechnology and boot categories. Improving the global impact and growth of Cat Footwear in Asia-Pacific and successful penetration of the casual market in the U.S. are major initiatives for 2006. Caterpillar will expand on product offerings through the Equipped to PLAY children's marketing program with new licensees including Mega Bloks,

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Activision, Springs, and Tomy. Other initiatives: the extension of Cat eyewear into safety eyewear; expansion of the glove lines to include camo and specific work product; and growth in categories such as watches, bags, and scale models. ☆

## Maytag \$630 M ◆

Dana Smith, President & COO, Equity Management Inc., 858.558.2500

**45** The licensing program continues to expand through brand extension licenses across the company's portfolio: Maytag, Jenn-Air, Amana, Hoover, Admiral, and Magic Chef. The program experienced significant growth in 2005 as existing licensees continued to expand their businesses in appliances, outdoor grills, heating/air-conditioning, and other home product offerings. A number of major opportunities are being developed in 2006 across a broad range of product categories with both new and existing licensees. These new licenses are designed to complement Maytag's core businesses and reinforce the equity of its trademarks. ☆

## Hearst Magazines \$625 M ■

Glen Ellen Brown, VP, Brand Development, 212.841.8420

**46** Success continues from teen franchise and *Seventeen/CosmoGIRL!*-branded mid-tier retail programs with a new special occasion shoe collection for spring following the success of the *Seventeen* home collection and expansion into apparel with loungewear. *Seventeen Essentials* also will launch for back-to-school with a branded assortment of "essential" products to serve teen decorating needs. Look for special occasion accessories to complement the shoe line, as well as daywear for juniors. Hearst continues to leverage its leadership stake with mobile initiatives across carriers and content offerings for teens/young adults. *Country Living* launches its third furniture collection by Lane Home Furnishings in addition to the launch of rugs with Capel (for spring '06). *Country Living* growth plans for '06: comfort foods, lighting, and additional gardening categories. Carpet One expands the *Good Housekeeping* carpet line with the new Resista fiber. Following the release of the *Popular Mechanics for Kids* boxed set, Hearst plans to expand into new product categories and original programming. ☆

## New Line Cinema \$600 M ◆

David Imhoff, SEVP, Worldwide Licensing & Merchandising, 212.649.4900

**47** *Tenacious D In: The Pick of Destiny* merchandising line hits stores in November. Merchandising programs are

on tap for the *Inkheart* trilogy (fall 2007) and *His Dark Materials* trilogy (summer 2008). *The Lord of the Rings* program continues strong with new toys, video games, and assorted collectibles; the property has racked up \$1.5 billion in retail sales worldwide to date. *The Texas Chainsaw Massacre: Origins* line debuts in October 2006. The merchandising program for George A. Romero's *Dawn of the Dead* continues with store presence due in spring and expanded for fall 2006. ☆

## Playboy Enterprises, Inc. \$600 M ◆

Alex Vaickus, President, Global Licensing; Aaron Duncan, SVP, Creative Director, Product Marketing; Lorna Donohoe, VP, Worldwide Retail Marketing and Merchandise, Global Licensing; Adrianna Chinnici and Sarah Haney, VPs, Licensing, 212.261.5000

**48** The company's new "White Label" lingerie collection features luxurious fabrics and will be sold at New York lingerie boutique Mixona; the Playboy Concept Boutique at The Forum Shops in Las Vegas; and in China, Brazil, Korea, and Hong Kong. The Premium Denim line premieres in the U.S. after a successful launch in Europe and Japan. A Playboy Concept Boutique is expected in Kuala Lumpur in early 2006. A deal with the Palms Casino Resort in Las Vegas and the N9NE Group will result in an entertainment destination at the resort featuring a nightclub, boutique casino and lounge, retail store, sky villa, and the Playboy Rabbit Head. ☆

## Nelvana \$550 M ◆

Doug Murphy, EVP, Business Development, 416.530.2304

**49** *Babar's* 75th anniversary festivities are underway in France with Nelvana gearing up for the U.S. and other select territories. Highlights include a new 3-D animated series and direct-to-video title. *Franklin* the turtle turns 20 in 2006, and Nelvana will continue to focus on the brand's European broadcast and merchandising rollout. The company plans merchandising programs for new series *Jane and the Dragon*, *Di-Gata Defenders*, and *Grossology*. 2007 will see the debut of graphic brand-turned-animated-series Ruby Gloom. ☆

## WWE \$550 M ◆

Florence DiGiorgio, Senior Director, Global Licensing, 203.359.5136; Alex Romer, Senior Director, International Consumer Products, +44.208.834.1424

**50** International expansion is a focus as WWE has shown strong growth in Italy, UK, and South Africa, as well as resurgence in Australia. The company aims to replicate its

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success in the UK and Italy in other major markets in Europe, as well as relaunch its business in Japan. The WWE Legends Program will capitalize on the growing demand for “old-school” retro consumer products and include some of the most famous and colorful past wrestling superstars. ★

**Hill and Knowlton \$520 M ◆**

**Marianne Cali, Director, Brand and Intellectual Property Licensing, 650.857.4806**

**51** Accessories for new consumer electronics products such as entertainment PCs, TVs, and digital cameras will fuel licensing growth in 2006. Additional accessories for personal computer, printing, and digital photography products also will be introduced throughout the year. ★

**AT&T \$500 M ◆**

**Gail Stern, SVP, Brand Management, The Beanstalk Group, 212.421.6060**

**52** The licensing program draws on product categories that remain close to the core of the brand, complementing existing telecommunications services. Currently, the program boasts more than 200 skus across corded and cordless telephones, answering machines, and telephone accessories. AT&T-branded products maintain a uniform industrial design and an integrated packaging system so the program appears seamless in the eyes of consumers. AT&T-branded products are sold in nearly 20,000 doors across numerous retail channels. ★

**MUDD \$500 M ■**

**Steven Seidman, Chairman, Ingroup Licensing, 212.563.6302**

**53** The juniors' brand continues to grow its licensing program with the launch of an ambitious print advertising campaign for back-to-school. MUDD also awarded the junior tops category to the Cayre Group, which adds to its existing business in girls' tops, sweaters, and sleepwear. ★

**MGM Consumer Products and Location-Based**

**Entertainment \$450 M (est.) ◆**

**Travis Rutherford, EVP, 310.449.3295**

**54** *The Pink Panther* brand will continue to expand globally by leveraging the theatrical release and utilizing new art programs, including vintage artwork and a Peter Sellers art program. Pink Panther & Pals will help extend the brand into the infant and toddler category at retail. *Rocky* marks its 30th anniversary with a brand-building initiative to support *Rocky Balboa*, the sixth film due in 2007. A new *Rocky* style guide is

planned with support from partners such as Everlast and Jakks Pacific. Other focuses include support for the *Stargate* franchise, which celebrates its 10th anniversary in 2006. In addition, MGM will launch themed movie collections such as Soul Cinema, Bikini Beach, Midnight Movies, and an MGM Tough Guys collection from its library of more than 4,000 titles. ★

**Thomas Kinkade \$360 M ■**

**Eric Kuskey, President, Creative Brands, 408.918.1750**

**55** The Thomas Kinkade Inspired Home Lighting Collection from Westinghouse Lighting is an exclusive collection of interior and exterior lighting product fixtures and lightbulbs. Royal Worcester Spode released the Thomas Kinkade Cottage Collection of dinnerware. Franco Manufacturing Co., Inc., created the Thomas Kinkade Cityscape, Cottage, and Cabin Collections of lifestyle-branded fashion bedding. Expect a kitchen and dining textile collection from Franco in 2006. New partnerships in 2006: a licensing agreement with The HST Group, LLC, to build a Thomas Kinkade-branded residential housing development of luxury homes located in Coeur d'Alene, ID; a home fragrance collection from Youtopia Lifestyle Products, Inc., and a collection of Christmas gift products and decorative accessories from Kurt S. Adler. ★

**Discovery Commerce \$350 M (est.) ■**

**Sharon Markowitz Bennett, SVP, Global Licensing, 240.662.4360**

**56** The year focuses on the launch of TLC's *Miami Ink* into an extensive fashion-forward global licensing program; continued global expansion of the *American Chopper* franchise in the U.S., Europe, Australia, and New Zealand; the launch of a comprehensive Animal Planet merchandise program led by a refresh in the pet category and expansion of the toy business; and the launch of the *Darcy's Wild Life* apparel program beginning in early 2006. Internationally, Discovery continues to seek partners for core network brands including Discovery Channel, Discovery Kids, Discovery Expedition, Animal Planet, and the Discovery Lifestyle networks. The company broadens its product offerings through the launch of an e-commerce site across Europe with expansion planned for Latin America and Asia. ★

**FUBU The Collection \$325 M ■**

**Leslie Short, President, Marketing, Advertising, & Public Relations, 212.273.3300**

**57** The Longstreet license has expanded into several categories including boys' sportswear (including jeanswear); coordinated swimwear sets for boys; boys' and girls' cold weather

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accessories (knit hats, gloves, and scarves); men's coordinated swimwear sets; and men's, ladies', boys', girls', newborn, and toddler socks. ★

## **Eastman Kodak \$300 M (est.)** ◆

Phillip Raia, EVP, LMCA, 212.265.7474

**58** The licensing program includes eyeglass lenses, available at professional retail outlets and Kodak Kiosks in more than 100 countries, as well as the growth of professional Kodak Labs for lenses. ★

## **John Deere \$300 M** ◆

Jeffrey T. Gredvig, Director, Brand Licensing & John Deere Merchandise, 919.804.2725

**59** John Deere's licensing program continues to grow rapidly around a core group of innovative products. In addition to electronic components such as the John Deere noise-canceling headsets and weather stations, as well as core equipment attachments, Deere also added a best-in-class workwear line, including boots. The new children's entertainment brand focus that includes children's books, coloring books, and computer games continues to expand. ★

## **The Stanley Works \$300 M** ◆

Gail Stern, SVP, Brand Management, The Beanstalk Group, 212.421.6060

**60** More than 20 licensees in the U.S. and abroad have seamlessly expanded the Stanley brand into a variety of categories, including work boots and gloves, ladders, garden tools, plumbing tools, power tool accessories, power cords and strips, safetywear, how-to books, work lights, and safes. In 2005, Stanley developed a soft goods program with its branded workwear, children's apparel, and work watches. In 2006, Stanley's licensing program will focus on continuing its growth in hard goods and furthering expanding into soft goods. ★

## **FremantleMedia \$280 M** ■

Olivier Gers, SVP, Licensing, Americas, 212.541.2838

**61** For FremantleMedia Licensing Worldwide, Americas (FLW, Americas)—FremantleMedia's North American licensing arm—*American Idol* takes center stage with new agreements with Screenlife for an interactive home DVD game and Digital Blue for the *American Idol* Digital Mini-Camera. Additionally, FLW, Americas, will expand its library of classic game shows even further into the DVD arena with game versions of *Match Game*, *Password*, and *Family Feud*. Through an exclusive

agreement with Harrah's Entertainment, Inc., FLW, Americas, will bring *The Price Is Right-Live Show* to audiences in both Las Vegas and Atlantic City. Agreements with MDI and Oberthur will deliver branded lottery and scratcher tickets bearing the brands of *American Idol*, *Password*, *Card Sharks*, and *Press Your Luck*. Agreements for video games and hardware, and posters are on the horizon. ★

## **VIZ Media \$262 M (est.)** ■

Cynthia Money, VP, Consumer Products, 415.546.7073

**62** *Inuyasha* continued to prove itself a force, while the Sonic franchise maintained a solid consumer product presence with retailers. VIZ Media also enjoyed three successful property launches in 2005: *Deko Boko Friends*, the company's first foray into the preschool segment; *Zatch Bell!*; and *Shonen Jump's Naruto*. In international markets, *Megaman NT Warrior* and *Mirmo* were standouts. VIZ Media will continue to expand its consumer products presence in 2006 with licensing, merchandising, publishing, and e-commerce programs, as well as launch several new titles including the two new Japanese hits, *Bleach* and *MAR*. ★

## **Primedia Enterprises \$250 M (est.)** ◆

Sean Holzman, SVP, Sales & Marketing, 323.782.2935

**63** Primedia Enterprises has established successful branded programs for *Motor Trend*, *Lowrider*, *Hot Rod*, *Truckin'*, *Creating Keepsakes*, *Import Tuner*, and *Super Street* and will aggressively expand those titles in the apparel, toys, accessories, automotive accessories, crafts, books, service, and wireless categories. This year will see the launch of new programs for *In-Fisherman*, *SLAM*, and *Guns & Ammo*. Currently, the company's content and brands are licensed in nearly one dozen countries around the world. ★

## **Sunbeam Products, Inc., d/b/a Jarden Consumer Solutions \$225 M** ◆

Carlos A. Corrales, VP, Global Licensing, 561.912.4100

**64** Major appliances were introduced under the Sunbeam brand coupled with the strong launches of Sunbeam kitchen gadgets and Sunbeam laundry accessories. New areas of focus: sewing machines, bedding and sleep comfort products, and personal washer/dryers. The Oster brand will extend into kitchen gadgets, bakeware, cutting boards, and kitchen textiles. The Mr. Coffee brand will make inroads into the consumables area with ground and whole bean coffee, while Health-o-meter enters the health monitoring devices and exercise equipment

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businesses. The recent acquisition of the Holmes Group will allow the company to focus on licensing the Holmes, Crock-Pot, Bionaire, and Rival brands. ☆

**The National Trust for Historic Preservation \$219 M (est.) ■**  
**Michelle Alfandari, President, MODA International Marketing, 212.687.7640**

**65** Building on its success in the home improvement arena, the National Trust licensing program enjoyed continued growth in 2005 with the launch of furniture, carpet, and glassware under the new "Design in America" brand. The National Trust for Historic Preservation, a nonprofit organization, adds authenticity and credibility to products that are inspired by America's diverse design heritage while being crafted for today's lifestyles. Key categories for growth include lighting, wall coverings, RTA, and retailer exclusive programs. ☆

**Michelin \$200 M (est.) ◆**  
**Matthew Logan, Regional Director, The Licensing Company (TLC), 212.413.0880**

**66** Together with The Licensing Company, Michelin is working to develop its worldwide brand extension program with an initial focus on automotive accessories and footwear. Other areas under development include work, sports, and leisure-related apparel, personal accessories and equipment, and gifts and collectibles. In 2005, products developed under license through the Michelin brand extension program were available in more than 15,000 premium retail points of sale in 34-plus countries worldwide. The brand has more than 96 percent consumer awareness worldwide and a world-famous brand icon, "The Michelin Man." ☆

**National Geographic \$200 M ●**  
**John Dumbacher, SVP, Licensing, 212.862.5203**

**67** The company will launch a line of travel apparel and outdoor equipment. Also on tap are toys and kids' related products as well as a home collection. ☆

**Ocean Pacific Apparel Corp. \$200 M (est.) ◆**  
**Dick Baker, President, 949.580.1888**

**68** Continued upgrades in quality and design of core sportswear and swimwear categories are driving growth for the brand. Op has consolidated its focus on better distribution, and has taken its core young men's and juniors' programs in-house while also solidifying tertiary product categories and international expansion through licensing. ☆

**The LEGO Group Partnership & Alliance Management \$200 M ■**

**Stephanie Lawrence, Global Director, Licensing, 860.763.6894**

**69** The LEGO Group is a leader in the construction toy business, and also operates a global network of LEGO brand retail stores. Bionicle continues to draw new fans, and, to date, is the most commercially successful sub-brand in the company's history. EXO Force, a new anime-inspired toy line, debuted at Toy Fair. New partners include The Kellogg Co., University Games, Nubytch, and HarperCollins through a sub-license with Scholastic. Brand equity will be expanded globally across the apparel and related accessories, furniture, storage, and electronics categories. ☆

**Signatures Network, Inc. \$180 M \* ■**  
**Matt Hautau, VP, Licensing & Marketing, 415.247.7124**

**70** The Dirtbag brand will be launched exclusively at Spencer Gifts with apparel, accessories, and hard lines merchandised in a branded 8-foot section. A Woodstock program is on tap with first categories to include apparel and accessories. The Winterland classic rock program of vintage rock apparel and accessories will be expanded into boys' and girls' and international markets. More licensees will be added for the XXX Tequila program due at mass and mid-tier retailers starting with back-to-school. ☆

\*Sales include SNI's tour merchandise sales.

**Nissan North America \$165 M ◆**  
**Dana Smith, President & COO, Equity Management Inc., 858.558.2500**

**71** Encompassing both the Nissan and Infiniti brands, the new Nissan North America, Inc., licensing program has expanded quickly by licensing within the key logo and replica-driven categories of die-cast, radio control, video games, and apparel. The program targets a broad range of consumer demographics fueled by such vehicle models as the classic Nissan Z sports car, the new Nissan Titan truck, and the upscale Infiniti G35 series. In 2006, brand extension will become a key focus of the program with licenses being sought in several major categories, including power tools, portable generators, and motorcycles. ☆

**Timex \$160 M ■**  
**Helen Prial, VP, Licensing, 203.346.5000**

**72** A focus for the company will be on new product designs in various categories and the launch of an XM satellite

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clock radio. Also on the agenda: pursuing portable and home electronics categories, categories targeting the mature market demographic, and researching and evaluating licensing models that garner optimal product and distribution for the brand. ☆

## **Invista \$157 M (est.) ◆**

**Michelle Alfandari, President, MODA International Marketing, 212.687.7640; Denise Sakuma, Global Licensing Director, Invista Licensing, +41.(22).770.4047**

**73** Stemming from Invista's fashion brand, LYCRA, the licensing program nearly doubled in 2005, its second year at retail, based on two key initiatives: the expansion of global cosmetics into new categories including mascara and lip care and the launch of the LYCRA hair-styling collection in Europe in which sales far exceeded expectations. Licensing plans for the future focus on building the LYCRA program, as well as extending from the portfolio's technology brands including Coolmax, Thermolite, Supplex, Tactel, and Aquator. ☆

## **The Flavia Company \$145 M (est.) ■**

**Paula Miller, Director, Licensing, 805.884.9626**

**74** Flavia marks her 40th year in licensing with her newest lines, Tapestry, Flavia's Sketchbook, and the upcoming Flavia's Story available for categories such as dinnerware, bath décor, and wall coverings. The Legacy Art Studio brand grows stronger with deals for crafts and home décor; new collections will be unveiled at Licensing 2006 International. Bessie Pease experiences its third successful fabric collection launch, laying the groundwork for a lucrative infant program; open categories include bedding and layette. The company also seeks exclusive direct-to-retail opportunities for select categories for all three brands. ☆

## **Major League Soccer \$140 M ■**

**Stuart Crystal, VP, Marketing and Consumer Products, 212.450.1234**

**75** This year marks the first year of adidas' status as the single supplier of MLS (including the introduction of new uniform designs for all 12 teams), plus the launch of the new MLS match ball. The league's marketing efforts will focus on promoting many of its stars such as Landon Donovan and Pablo Mastroeni, who will represent the U.S. during the World Cup. ☆

## **Cookie Jar Entertainment Inc. \$130 M ■**

**John Gildea, SVP, Consumer Products, 401.885.0653**

**76** Cookie Jar's hip new preschool rock band series, *The Doodlebops*, has performed well on air in the U.S.

market. The property will be further developed throughout 2006 with the launch of several key consumer product lines including a toy line (Mattel), DVDs (Lions Gate), music CD (Walt Disney Records), and Halloween costumes (Disguise). Several other key brands include the first Canadian-Japanese co-production, *Spider Riders* (an action-adventure animated series), and *Cookie Jar's* evergreen preschool series, *Caillou*. ☆

## **The Goodyear Tire & Rubber Company \$126 M ◆**

**Dana Smith, President & COO, Equity Management Inc., 858.558.2500**

**77** 2005 was a watershed year for the Goodyear licensing program, which saw retail sales grow from \$25 million in 2004 to \$126 million in 2005. After several years of building a strong foundation in key categories, the Goodyear licensing program was led by strong performances in hose and hose-end products at The Home Depot, the adidas-Goodyear athletic shoe license at better retailers, and automotive tools and accessories. Goodyear licensing is poised for another successful year in 2006, focusing on strategic, equity-driven licenses in the following categories: automotive and garage, home/hardware, and lifestyle-oriented products. ☆

## **Carter's Watch the Wear \$125 M ■**

**Norman Moskowitz, President, A&N Enterprises, 212.594.4175**

**78** A retro name around since 1859, Carter's Watch the Wear notched a successful 2005 with a strong apparel business in newborn, infants, toddlers, boys 4 to 7 and 8 to 18, and girls 4 to 16. In 2006, the company plans to begin licensing out men's and women's apparel and accessories, in particular targeting workwear, jeanswear, and ladies' sportswear. ☆

## **Masterfoods USA \$120 M ■**

**Michele Brown, VP, Licensing, 908.852.1000**

**79** Masterfoods USA continues to focus on three primary categories: food and beverage, general merchandise, and lifestyle. With products from flavored milk drinks to cosmetics to home accessories and décor, Masterfoods Licensing promotes its brands such as M&M'S, Dove, Snickers, and Starburst. The company also is exploring opportunities for its M&M'S Characters, pursuing new partnerships in entertainment and similar strategic venues. Masterfoods also has an active licensing program in Australia and New Zealand to promote the M&M'S brand. ☆

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**Jim Shore \$105 M** ■

**Joanne Olds, President, The Buffalo Works, 952.475.3013**

**80** The Jim Shore brand will leverage its consumer response to develop a more extensive lifestyle brand, creating functional home décor and fashion accessories. It will continue to solidify its position as a premier name in the specialty gift market. The focus will be on new formats that complement the current brand offerings from companies including Enesco, Department 56, Evergreen/Cypress, and Manual Woodworkers and Weavers. Also in 2006, the brand is committed to a broad-based consumer communications strategy designed to enhance brand awareness and drive excitement for Jim Shore products at retail. ★

**Polaris \$105 M (est.)** ◆

**Bob Horton, President & CEO, Trademarking Resources Inc., 248.922.9678**

**81** Polaris rugged outdoor footwear from ISTC (International Seaway Trading Company) had a successful year at Target and other retailers. Distribution will extend into sporting goods and other specialty retailers. The Polaris Electric-Powered Children's Ride-On line by Peg Pérego will remain strong as new models roll out in North America and Europe in both 6-volt and 12-volt configurations. The brand extension continues with new outdoor recreation products from Dragonfly Innovations. Polaris-branded kayaks, paddles, and personal flotation devices will hit the market in early 2006. Toys and collectibles remain a focus with new radio-controlled ATVs and snowmobiles from Interactive Toy Concepts and new light, sound, and motion ATVs from Toy State. Established programs from RC2 and Lucky Plastics also are well positioned. High-end collectibles from a high-profile company are on the horizon. ★

**J.G. Hook Group, LLC \$100 M (est.)** ■

**Eric King, Managing Director, 631.325.2020**

**82** The women's sportswear business has never been better, accounting for more than 60 percent of sales. The company seeks partnerships that can extend and develop the brand further into home furnishings and international markets. New distribution channels such as drugstores and supermarkets for select categories will be a focus as will looking for qualified companies to expand its children's and men's businesses. ★

**Kraft Foods \$100 M (est.)** ◆

**Lori Gould, Senior Manager, Trademark Licensing, 973.503.4557; Bruce Bridges, Manager, IMC Licensing, 502.589.7655**

**83** Outbound trademark licensing in select food and non-food categories will reinforce food brand equities such as Oreo, Planters, Jell-O, Kool-Aid, and Kraft Kitchens. Kraft aims to broaden relationships with current licensees and evaluate opportunities in frozen desserts, appliances, and housewares. ★

**Susan Winget \$100 M (est.)** ■

**Linda Balogh, President, Courtney Davis, Inc., 800.432.2614**

**84** The artist continues to have success at Certified International with 15 active tabletop collections in holiday and everyday designs and an expanded home furnishings and woven accessories collections with Manual Woodworkers & Weavers. Winget is one of Counter Art's top artists with extensive collections. New licensee Keller Charles is launching two everyday melamine collections. ★

**Pernod Ricard \$90 M** ◆

**Risa Turken, Managing Director, The Licensing Company (TLC), 646.413.0874**

**85** Pernod Ricard is the No. 2 spirit company in the world after recently acquiring several brands from the Allied Domecq portfolio. It owns 20 of the top 100 international premium brands and is represented by The Licensing Company (TLC). Leading brands include Kahlua, Beefeater, Malibu Flavored Rums, and Mumm. TLC has grown these programs to include more than 60 licensees worldwide, ranging from food and beverages to adult apparel and accessories, barware, and gifts. New opportunities in glassware, cakes, cookies, and ice cream, as well as retailer-exclusive programs are being pursued. ★

**Arm & Hammer \$75 M (est.)** ■

**Beth Schlansky, COO, LMCA, 212.265.7474; Tammy Talerico, Director, Licensing, Church & Dwight, 609.279.7334**

**86** All Arm & Hammer products are enhanced with genuine Arm & Hammer Baking Soda. The licensing program includes HVAC air filters that clean and freshen the air. ★

**Mary Engelbreit \$75 M (est.)** ■

**Greg Hoffmann, CEO, Mary Engelbreit Studios, 314.726.5646**

**87** The company aims to capitalize on the success of Mary Engelbreit's Mother Goose with related infant and children's programs. Other initiatives: launch "A Merry Little Christmas" picture book and "Queen of Easter"; expand the licensing push for "The Night Before Christmas" children's book with a direct-to-retail ornament program due at Target for holiday '06; launch a summer 2006 flex program in greeting cards and

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expand the greeting card program with Sunrise Greetings; expand women's sleepwear and infant programs beyond Mervyn's and into other national and regional retailers; work with Creative Artists Agency to continue to explore new opportunities for animation of the children's publishing program, including the Ann Estelle series and other original and adapted works. ☆

## **World Poker Tour \$75 M (est.)** ◆

**Andrea Green, VP, Consumer Products, 323.330.9868**

**88** In less than two years, the WPT licensing program has grown to include nearly 40 licensees with the help of Brandgenuity LLC. 2006 will include an expansion of MFORMA's wireless games and content and additional states joining the MDI state lottery program. New licensees will launch pinball (Stern Pinball), sunglasses (Oakley), interactive TV (PixePlay), and lifestyle products for the fan including bedding and housewares (Notra). This year also will include additional international expansion into Europe, Latin America, and Asia. ☆

## **Cadbury Schweppes Americas Beverages Trademark Licensing \$70 M (est.)** ◆

**Lewis Goldstein, Director, Licensing & Merchandising, 914.612.4000**

**89** The company licenses out more than 50 beverage trademarks adding Sour Patch and Bubblicious to the licensing program. Additional food extensions are on tap for A&W, Dr Pepper, 7UP, and Crush (bulk ice cream and frozen novelties from Good Humor); Snapple (frozen novelty impulse items from Cool Brands); and Mott's (sliced apples/CH Robinson). Snapple Hot Teas will expand nationally and add two new flavors. Cadbury Adams licensing will include food-to-food extensions and badgewear for the fan. And, for the first time, an archive of vintage Dr Pepper, 7UP, A&W, and Schweppes art will be available to gift, collectible, and social expression companies. The company employs two licensing agencies: Brandgenuity LLC for Snapple, Mott's, Clamato, Schweppes, Yoo-hoo, Sunkist Soda, and the Adams Brands, and Equity Management Inc. for Dr Pepper, 7UP, A&W, Hawaiian Punch, Crush, and other carbonated brands. ☆

## **Kawasaki \$68 M** ◆

**Dana Smith, President & COO, Equity Management Inc., 858.558.2500**

**90** The Kawasaki licensing program continues its explosive growth and category expansion. Beyond growth in traditional logo- and replica-driven categories such as video games, toys, ride-ons, and apparel, new highly strategic brand extension

initiatives in consumer electronics and most recently in power tools and equipment are paying major dividends. Growth and expansion plans continue unabated in 2006 with aggressive efforts in both brand advancement and brand extension. ☆

## **Kellogg Co. \$65 M** ◆

**Ross Misher, Brand Central LLC, 310.268.1231**

**91** In celebration of its 100th anniversary in 2006, Kellogg launched a full collection of vintage merchandise. Also on tap is Kellogg's Baby, a full collection of lifestyle and feeding products that feature the Kellogg's characters and food imagery. A whimsical on-trend collection featuring the food imagery, box art, and brand logos also is on tap for brands ranging from Cheez-It and Famous Amos to Kellogg's Frosted Flakes and Keebler Fudge Shoppe cookies. Other classic brands: Pop-Tarts, Eggo, and Special K. ☆

## **Mrs. Fields Famous Brands \$62 M (est.)** ■

**Gary Talley, VP, Branded Retail Sales, 801.736.5709**

**92** Licensing will continue to be a focus with a concentration on food products, particularly baked goods and gourmet confections. ☆

## **Mack Trucks \$60 M (est.)** ◆

**Tim Orenbuch, Director, LMCA, 212.265.7474; Randy DeLillo, Manager, Corporate Stores, Mack Trucks, 610.709.2601**

**93** Domestic and global initiatives continue in consumer and business-to-business categories. New initiatives include two toy licensees and an expansive apparel line for adults and kids. Additional lifestyle accessories are being sought and negotiated. Footwear sales continue to be strong. ☆

## **The Hautman Brothers \$60 M (est.)** ■

**Marty Segelbaum, President, MHS Licensing, 952.544.1377 x202**

**94** The brand continued to grow in 2005 through increased cooperation between licensees and specific requests from retailers. Cranston Fabrics, manufacturer of an extensive line of over-the-counter fabrics, now supplies several licensees in categories such as outdoor patio furniture cushions. Catalog and brick-and-mortar retailers are identifying specific images and preferred manufacturers in new categories such as men's gifts. Retailers also are cross-merchandising Hautman Brothers products in advertising and catalogs. Some direct-to-retail deals are on tap in several home categories, plus the introduction of several auto accessories categories. ☆

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**Paul Brent Designer, Inc. \$59 M ■**

**Ellen Seay, Licensing Director, 800.835-2787 x14**

**95** Paul Brent has several new additions to his licensing program including Amia Studios with a line of glass sun catchers and hand-painted glass gift items, International Art with a broad range of images in outdoor canvas art, The Bradford Exchange with two lines of checks, and Caribbean Soul with illustrated apparel and novelty gift items. ★

**Wild Wings \$55.5 M (est.) ◆**

**Shari Wald, Licensing Manager; Sara Koller, VP, 651.345.5355**

**96** The automotive industry will be a focus as a complement to the agency's roster of clients and nature themes. The success of Glasscapes' line of rear window film for automobiles, using Wild Wings' artists, has proven demand is out there. The company will seek licensees for seat covers, floor mats, steering wheel and tonneau covers, toolboxes, sunshades, and hitch and tire covers. ★

**Scholastic Media \$50 M ◆**

**Leslye Schaefer, SVP, Marketing and Consumer Products, 212.389.3900**

**97** The Grow With Clifford program extends Clifford the Big Red Dog into the infant/toddler market for the first time. *Maya & Miguel* continues to develop new product lines with recent music and interactive deals and will forge new promotional partnerships. SM takes a fresh look at children's book series "Goosebumps," with licensing and merchandising opportunities targeted to its original audience who now are young adults. Scholastic and New Line Cinema bring the first title in the "His Dark Materials" series, "The Golden Compass," to theaters next year; a licensing and merchandising program also is on tap. SM has added the colorful property, Kim Parker Kids—based on children's book, "Counting in the Garden"—to its library and seeks licensing partners. The original "The Magic School Bus" book series celebrates its 20th anniversary in fall 2006. A new hard-cover title, "The Magic School Bus and the Science Fair Adventure," will be released this fall. An I SPY Mystery CD-ROM is being developed for a back-to-school 2006 release along with two educational DVD games from Snap TV based on the I SPY Treasure Hunt and I SPY Spooky Mansion CD-ROM titles. ★

**Rachael Hale \$42 M ■**

**Eric Kuskey, President, Creative Brands, 408.918.1750**

**98** Rachael Hale had her most successful year yet with the debut of her third book, "It's a Zoo Out There," as well

as strong placement at retail with key licensees MeadWestvaco, Antioch Publishing, and Seasonal Specialties. The Rachael Hale program has grown exponentially in the last few years with a licensing program of more than 100 licensees worldwide and product in 60 countries. This year, the key growth areas will be the new kids' program with apparel, children's books, and accessories. The company also will continue to maximize its strong licensee base with new photographs for the development of new products. ★

**Challis & Roos Licensing \$40 M ■**

**Carter Rennerfeldt, Partner, 206.523.2358**

**99** Licensing the artwork of artists Ian Challis and David Roos, the company will expand into new product categories including fabric, crafting products, and functional home décor. The company also will replace its current tabletop licensee and further expand the range, looks, and styles of Challis & Roos artwork offered to licensees, thus keeping pace with constantly evolving consumer demand and lifestyle preferences. ★

**Wyland \$40 M ■**

**Eric Kuskey, President, Creative Brands, 408.918.1750**

**100** Wyland had a great 2005 with the announcement of the first Wyland hotel in Honolulu, HI. The artist also added additional licensees USAopoly, Teacher Created Resources, and Uclick. Andrews McMeel Universal will launch a new book in Barnes & Noble in spring 2006 with other book releases scheduled in 2007. A new show, *Wyland: Vision of the Sea*, will debut in July on Animal Planet. Key growth factors for 2006 will be the launch of Wyland's HSN shows later this year and the addition of new licensees in back-to-school, apparel, and home décor. ★

**Rawlings \$38 M ◆**

**Dana Smith, President & COO, Equity Management Inc., 858.558.2500**

**101** As one of the brands within the K2, Inc., sporting goods family, the Rawlings' licensing program provides increased consumer awareness and broad retail distribution that mirrors the brand's core sports equipment business. With a solid foundation of innovative licensed products ranging from quality footwear, youth apparel, luggage, and publishing, the program is poised for continued growth in 2006. This year, new strategically developed licenses are planned for men's and women's athleticwear apparel, headwear, sports/gym bags, backpacks, and hosiery. ★