

ational

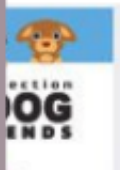
news



Internat

deal for Collection

ends is the
chise featu-
collection of
. The Cat, The
. The Rabbit
the properties
d expressive
imals, which
sh-eye lens to
k 70:30 head-
images have
added to the
e particularly
y children and
and appeals
toddlers to



2dream launches subsidiary Square Licensing



2dream Licensing announced the launch of Square Licensing, a newly-formed licensing agency dedicated to Luv Me Buddies, with offices in London, Paris and Hong Kong.

Armelle Madelin, commented 'Square Licensing is a joint venture company held between 2dream & toy & retail experts, the combined talents and

experience of which will have great strength in the toy and retail sectors. Reaction to the launch of Luv Me Buddies has been so strong amongst licensees and retailers that it makes sense to form a company dedicated to the brand its characters'.

Square Licensing, overseen by 2dream, will manage licensing rights for Luv Me Buddies and Luv Me Baddies in mainland Europe and Southeast Asia (China, Hong Kong, Taiwan, Macao, Singapour) and is expecting to announce deals with major pan-European & Chinese retailers very soon.

Lulu Zipadoo's licensing program is developing



France Télévisions Distribution already holds the international rights to Lulu Zipadoo's Season 1 and the agent just announced they acquired the global rights for Season 2 of the series produced by Mondo TV France, with the participation of France Télévisions.

As the property's international agent, France Télévisions Distribution manages the sales, development of the licensed products and video developments for all territories. The appointment of 2 sub-agents was

Point of Fore Clo

→ While ea
and new
that just
to enchant children
From local factual
Die Sendung mit d
of Disney and Han
retaining their insta
renewing themselv
generation of fans.

SEARCH

Accun

