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# The TOTAL LICENSING REPORT

The weekly newsletter connecting the industry around the world December 01 2011



## Licensing New Europe Becomes Licensing@Russia

The Licensing New Europe Show and Conference has a new name, Licensing@Russia, and will take place in Moscow on March 14-16, with the venue to be confirmed soon.

The show will promote the role of licensing in the New Europe region, which is comprised of 35 countries and more than 400 million people across Central, Eastern, and Southeastern Europe, Russia, and CIS. The event in 2011 attracted more than 350 participants. The show is the only event in the region with official LIMA representatives in attendance.

"Since announcing the move to Russia we have been dealing with constant demands for information from the international licensing community, so we are delighted to be able to confirm the official name and date," says Managing Director Goran Krnjak. "Licensing@Russia presents an amazing opportunity for anyone looking to become acquainted with the massive potential offered by the Russian licensing sector. The timing of the event also gives visitors the chance to enhance the value of their visit by attending a number of shows and tapping into the huge depth of expertise that will be on offer."

"Russia is establishing itself as the next frontier for licensing and branding and Licensing@Russia is for those in the industry who want to step into this market, representing a milestone in educational, cultural and business exchange between the international licensing sector and the Russian business community," adds Zeljko William Krnjak, from the LIMA New Europe office in Moscow.

Total Licensing is a major media partner of the show.

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## Black Friday Weekend Sets Spending Record

A record 226 million shoppers visited stores and websites during Black Friday weekend (Thursday, Friday, Saturday, and projected spending for Sunday), according to a National Retail Federation (NRF) survey conducted by BIGresearch. The survey estimates number of shoppers, not number of people, and found spending reached a historic high of \$52.4 billion, with the average shopper spending \$398.62 this weekend. Last year, 212 million shoppers were out during Black Friday weekend, when the average shopper spent \$365.34.

Shoppers also checked out online deals this year, spending an average of \$150.53 on the web—37.8 percent of their total weekend spending, according to the survey. On Thanksgiving Day alone, 28.7 million people shopped online and in stores, up from 22.2 million last year. Black Friday achieved a new high of 86.3 million shoppers online and in stores for that day alone. For more survey findings, click [here](#).

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## Disney Consumer Products Appoints New EVP of Global Licensing

Disney Consumer Products (DCP) President Bob Chapek named Jack Silverman as executive vice president of global licensing.

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Disney Consumer Products (DCP) President Bob Cnapek named Josh Silverman as executive vice president of global licensing for Disney and Marvel. Formerly, Silverman was the senior vice president of global strategy, business development, and brand management for Marvel Entertainment. In his new role, Silverman will collaborate with internal partners, licensees, and the newly combined retail organization throughout The Walt Disney Company. Internationally, he will work closely with regional licensing teams to leverage DCP's scale and best practices.

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**The Joester Loria Group Expands Pinkalicious**

The Joester Loria Group expanded the Pinkalicious licensing program by signing American Marketing Enterprises, Almar, and Street Flyers to develop sleepwear, HBA, and sporting goods programs. American Marketing Enterprises is launching a collection of Pinkalicious sleepwear, including two- and three-piece sleepwear sets, gowns, and robes ranging in sizes from 2T-4T and 4-16. The collection is set to launch next spring at domestic mass and mid-tier retailers.

Almar Sales Company will launch a line of HBA for Pinkalicious next summer. It is looking to develop a line of six to 12 SKUs of lipstick, lip balm, lip gloss, blush, eyeshadow, nail polish, nail stickers/decals body glitter, and shimmer powder. Street Flyers launched a collection of Pinkalicious in-line and quad skates, and a line of protective accessories, including elbow and kneepads and wrist guards launched this past fall at mass accounts and on e-commerce sites.

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**RSPCA Launches New Range for Wild Animals and Birds**

The RSPCA has granted a license to SERT-MST Plc and its recently launched Petbase arm to produce a range of RSPCA-branded feed and accessories for wild animals and birds, as well as a line of hay, straw, wood-shaving, sawdust, and soft woodchip-based bedding for small animals.

All of these products are to be developed in cooperation with the RSPCA and its teams of experts, and will meet the society's animal welfare and quality standards.

The first products in the range will be launched in January.

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**JEWELM and Marvel Partner for Superhero Collection**

JEWELM has signed a licensing agreement with Marvel Entertainment, LLC for a collection of superhero fashion jewelry and novelty items. The product line includes designs featuring Spider-Man, Thor, Captain America, and Iron Man.

The program launches next spring with an array of costume jewelry and novelty items for men and women including body jewelry, belt buckles, cuff links, pendants, bracelets, earrings, and rings. Products will be offered to all major department stores as well as specialty and online retailers.

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**Rocket Launches UK Licensing Campaign for Olly the Little White Van**

Rocket Licensing has launched the UK phase of the global licensing campaign for the preschool children's show *Olly the Little White Van*.

Aired on CiTV, the show has secured Hornby as master toy partner and Abbey Home Media as DVD partner. Other licensing areas are being pursued across a range of categories, including games, publishing, puzzles, gifts, homeware, nightware, and apparel.

Hornby is developing an extensive range, which includes a special Scalextric set for preschoolers, which will launch next year. Hornby's plans include trade support and TV advertising.

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**Alvin and the Chipmunks at Build-A-Bear Workshop**

Build-A-Bear Workshop, in partnership with Twentieth Century Fox Consumer Products and Bagdasarian Productions, have debuted make-your-own Alvin and Brittany plush characters in stores nationwide. Guests can make their very own Alvin and Brittany, stars of *Alvin and the Chipmunks: Chipwrecked!*, arriving in theaters on December 16. Also available are miniature Alvin and the Chipmunks, including Simon, Theodore, Jeanette, and Eleanor in pre-stuffed miniature form, dressed in island apparel.

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**CPLG and Past Times Join Forces for Downton Abbey**

CPLG, licensing agent for *Downton Abbey*, has announced details of a DTR (direct-to-retail) agreement with Past Times that will see Downton Abbey-branded products hitting the shelves in time for Christmas.

The new range will launch with a line of notebooks and note cards, cushions, and mugs.



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"We are very pleased to have signed this new deal with Past Times," says Steve Manners, executive vice president and director of entertainment at CPLG. "The range of products features stunning designs and fits in perfectly with the prestige and class of the brand. The second series has proven to be hugely successful, and with the Christmas special still to come we expect demand to be extremely high when the products launch later this year."

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**WOWindows, LLC To Release Casper Posters for Next Halloween**

WOWindows LLC, manufacturer and exclusive online wholesaler of colored window posters for seasonal and special occasion decorating, has been granted a licensing agreement by Classic Media to expand its WOWindow Posters line with Casper the Friendly Ghost and related characters as depicted in the original Harvey comic books. WOWindows, LLC plans to release two new designs in 2012: Casper the Friendly Ghost and Casper and the Ghostly Trio.

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**Moonscoop Partners with Lexibook**

Moonscoop has signed a deal with Lexibook, which will see Lexibook's kids-targeted Android tablets exclusively featuring Moonscoop's animated content. The Lexibook tablet range is currently rolling out across the UK, France, Germany, Portugal, Spain, and Italy, with additional markets to follow.

The app will allow kids to rent or buy episodes of titles in six different languages (French, English, German, Italian, Spanish, and Portuguese). Moonscoop shows featured will include *Code Lyoko*, *Chloe's Closet*, and classics including *Spartacus* and *the Sun Beneath the Sea*.

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**Leomil Group Inks Deal for Angry Birds**

Leomil Group has obtained the licensing and merchandising rights for Angry Birds-branded footwear and apparel. Leomil and Rovio signed an agreement valid for five years.

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**Divisional Sales Director Appointed at HarperCollins**

Brigid Nelson joins HarperCollins Children's Books as divisional sales director after 10 years at Penguin, most recently as children's product director with responsibility for the Puffin, Ladybird, Sunbird, BBC Children's, and Frederick Warne imprints.

"We are absolutely delighted to have Brigid joining our team," says Oliver Wright, group sales director, HarperCollins. "We couldn't have wished for a better candidate to fill this role. She will bring a wealth of experience to our list as well as her passion to work with our fantastic authors and build on the success of our No. 1 best-sellers this autumn, such as Derek Landy and David Walliams."

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**Everything's Rosie and GB eye In Poster Deal**

V&S Entertainment, producer of *Everything's Rosie*, has signed a deal with GB eye.

The new agreement will see GB eye produce an array of posters featuring Rosie and her friends from the CBeebies series, with the first designs set to hit shops across the country in January.

This new agreement adds to the licensing program for the brand, with more than 25 licensees already on board. These include Vivid Toy Group, Egmont, NBC Universal, Blues Clothing, Brand International Group, Roy Lowe & Sons, TDP Aykroyds, VMC Accessories, Vogue International, Worlds Apart, Zap, and Zeon. Categories include toys, DVDs, footwear, board games and puzzles, apparel, bedding, lunchware, bags, and publishing.

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**Accessories and Gifts Deal for Luv Me Buddies**

Lavish has announced a deal with Promoplast (PEA Group) to create and distribute Luv Me Buddies plastic, silicone, and PVC accessories and gadgets.

Promoplast will create a series of products based on the Luv Me Buddies and Luv Me Baddies characters for distribution in the UK, France, Germany, Spain, and Italy.

"The Luv Me Buddies licensing program continues to grow, demonstrating the brand's increasing appeal across Europe to children," says Marc Todd, CEO of Lavish Group. "We are delighted to be working with Promoplast, which has proven itself highly successful in this category, producing over 420 million items each year."

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### Richard Scarry Ushering the Holiday Season in at Nordstrom

Cookie Jar Entertainment and CPLG are teaming with Nordstrom to offer a range of Richard Scarry's Busytown products for the holiday season.

Starting in November, all Nordstrom full-line stores and the retailer's online store at nordstrom.com will feature an assortment of Richard Scarry's Busytown products, including classic picture books from Random House; the Eye Found It! and Busy, Busy Airport board games from The Wonder Forge; all-new plush, play sets, vehicles, and figure packs from The Bridge Direct; and The Busy World of Richard Scarry and Busytown Mysteries DVDs from Mill Creek Entertainment. A Lowly Worm plush with DVD and play set will be featured in the Nordstrom holiday catalog, which arrived on November 21 to two million Nordstrom customers nationwide.

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### Studio 100 in Distribution Deal with Kidobi

Studio100 Media, a subsidiary of Belgium's Studio100, has announced a digital distribution agreement with Kidobi.

The agreement gives the preschool targeted streaming video platform digital distribution and VoD rights for several shows from its programming library for a three-year period commencing this December. The licensed titles include *Maya the Bee*, *Tabaluga*, *Lapitch*, and *Art Alive*; and Kidobi has the rights to *Zigby*, *Florrie's Dragons*, and the multi-platform 3-D and CGI quiz show *Kerwhizz*.

"Parents and preschoolers will have access to our high-quality shows on their video playlist and be secure in the knowledge that this online viewing tool is a safe place for kids to learn and be entertained on the Internet," says Patrick Elmendorff, managing director of Studio100 Media.

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### Disney-Pixar Cars Franchise Continues to Grow

Following the release of the *Disney-Pixar Cars 2* DVD in the UK this week, Disney has announced growth in the Cars franchise.

In five years since the launch of the first film, Disney-Pixar Cars has risen to become one of Disney's top grossing franchises.

New characters, including Finn McMissile and Francesco Bernoulli, and multicultural storylines have led to new product ranges including die-cast cars, remote-control vehicles, and a clothing range, with pajamas and outerwear. The publishing program includes books and magazines, and the home decor line features boys' bedding design. The franchise also branches into the food and drink industry, with offerings such as the Cars Yeo Valley and Calypso soft drinks ranges among others.

Next summer, Disney Parks & Resorts will open 12 acres of Cars Land, featuring three new immersive attractions at Disney California Adventure.

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### Suckers Premieres on Global Channels

BRB's *Suckers* has recently been acquired in Spain by Canal Sur, premiered in Italy on K2, and will see an online launch from Disney XD in the U.S.

*Suckers*, which is also seen in several Latin American countries on Cartoon Network, has been acquired as well by Vrak in Canada. The series is also seeing strong ratings on Super 3 Channel, Televisió de Catalunya's children's programmer.

The property *Suckers* won the MIP JR Kid's Jury Prize and has a worldwide licensing project through its different global agents.

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### Licom Intl Launches B2B Licensing Tool

The launch of [www.licomintl.com](http://www.licomintl.com), according to Licom International, aims to provide the licensing community with an "interactive and truly global B2B tool."

Acting as a complimentary resource to existing services, Licom allies a global database with a "Brand & License Library."

"All licensees and manufacturers want to see brand and licensing content and want to understand and visualize the licensing translations or applications of brands. LICOM is positioned as a global and permanent tool that both licensors-agents and licensees-manufacturers can use without limitations as a complement to exhibiting or attending physical trade shows. It's not a substitute but rather an extension of what trade shows bring," says Patrick van den Brande, co-founder of LICOM. "The LICOM program responds to a very tangible business need from the industry: access and provide access to brand and licensing marketing content on a global level and permanently." Van den Brande adds, "As a free, simple, light, and intuitive business tool. LICOM is meant to rapidly become the new online destination



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### At the Movies (Nov. 25-27)

*The Twilight Saga: Breaking Dawn Part 1* topped box office sales for its second week, grossing \$41.7 million. *The Muppets* debuted second, with \$29.2 million, and *Happy Feet Two* followed, with \$13.4 million. *Arthur Christmas* debuted fourth, grossing \$12.1 million, and *Hugo*, also opening this past weekend, rounded out the top five, with \$11.4 million.

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## EMPLOYMENT SECTION

A feature of the Total Licensing Weekly Report is the Employment section - this includes 'Jobs Available' and 'Jobs Wanted'. So if you have a position in your company that needs to be filled, or you yourself are looking for employment opportunities, don't hesitate to send your information to:

Becky [becky@totallicensing.com](mailto:becky@totallicensing.com)

or

to our general mailbox [subscriptions@totallicensing.com](mailto:subscriptions@totallicensing.com)



### Trilingual Licensing Professional

Petrus Horemans is a trilingual (Dutch-French-English) Belgian professional and has over 20 years in creative & brand licensing, partnership, co-branding- and line extension of character merchandising of IP rights.

He now seeks new opportunities in the licensing industry for a permanent position with licensors or licensees and is willing to relocate.

To contact: [petrus.horemans@hotmail.be](mailto:petrus.horemans@hotmail.be)

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### License Creative Manager Available for New Opportunities

David Dennett is an award-winning License Creative Manager.

With over 15 years commercial experience working within the world of FMCG on leading brands, and licenses, specializing in gift & stationery. He has worked with The Walt Disney Company, Hasbro, Mattel, 20th Century Fox, Warner Brothers, BBC, Lucas Films, and Hit Entertainment, among others, and has in-depth knowledge of the licensing industry, and various production processes.

He is looking for new opportunities in the licensing industry for permanent or freelance contracts with licensors or licensees.

To contact: [dennett7@btinternet.com](mailto:dennett7@btinternet.com) & [david.ddesign@googlemail.com](mailto:david.ddesign@googlemail.com).

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### Licensing/Marketing Professional Available for New Opportunities

Bruce Anthony has over 40 years of creative Licensing, Domestic and Overseas Sourcing, Marketing, Sales experience, and assisting in "Total Management" abilities.

He has hands-on experience of multiple successful projects and experience working within the world of consumer packaged goods, specializing in souvenir, gift & stationery, sporting goods, educational and generic toys, cosmetics, room/home décor fields. He has worked with The Walt Disney Company, Coca Cola Sony Entertainment, 20th Century Fox, Warner Brothers, among others, and has in-depth knowledge of most of the retail categories of trade, as well as the licensing industry! He is looking for new opportunities in the licensing industry for a permanent position with licensors or licensees.

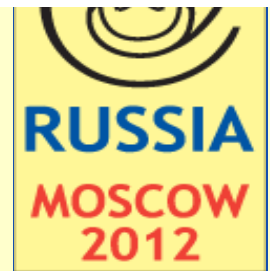
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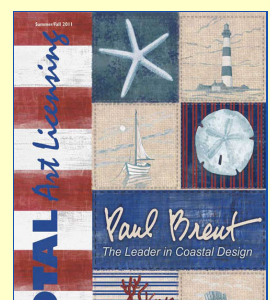


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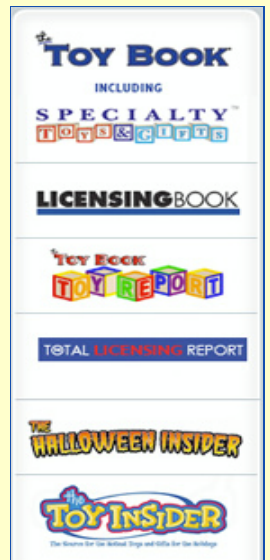
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The Licensing Book

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