

Licensing.biz

30 September - 1 October 2009 | The Grand Hall **Olympia** London

brand **Licensing** europe 2009 show preview

// character // entertainment // lifestyle // sport // publishing // charity // art & design //

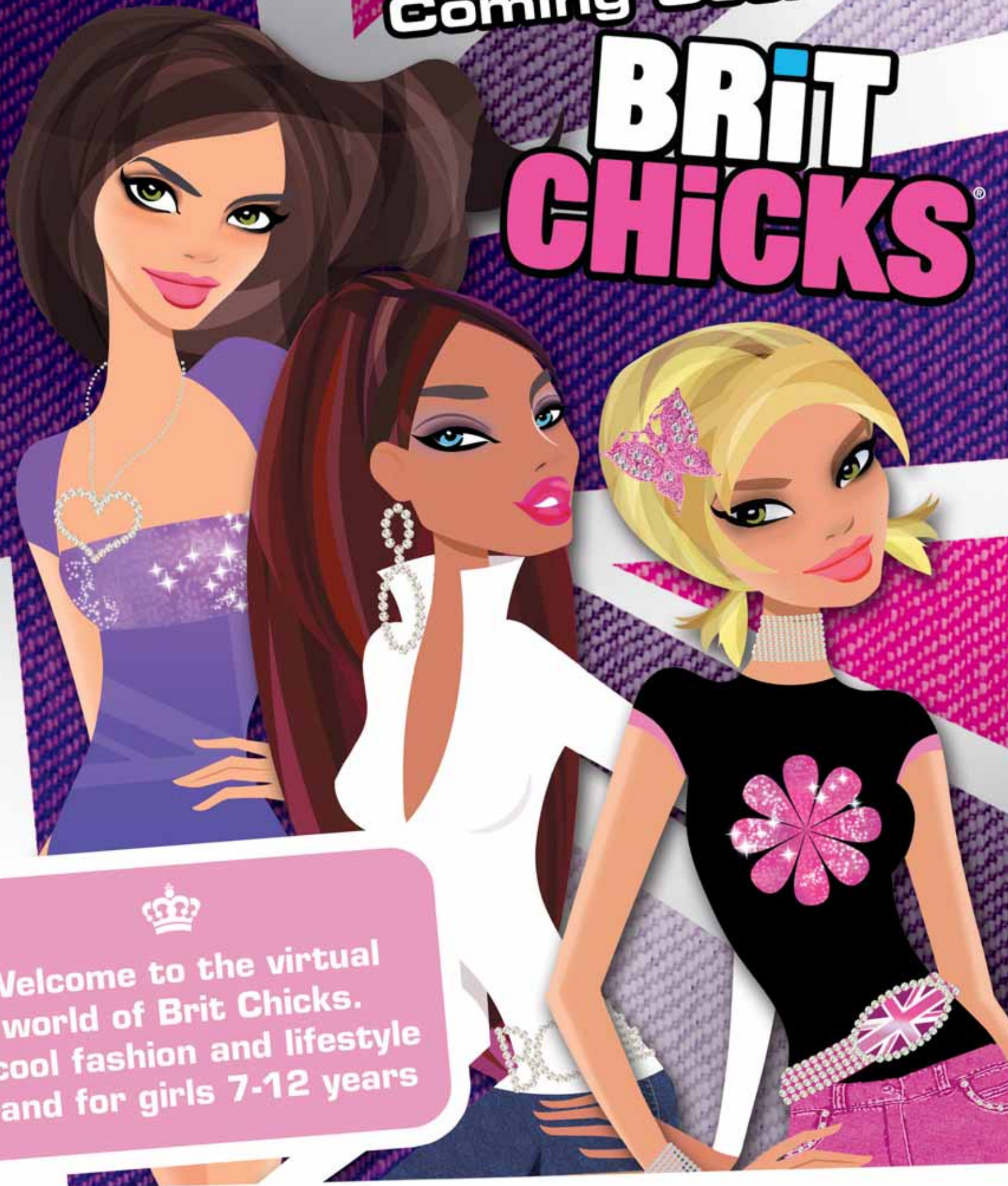


Also includes details of The Licensing Academy and Screening Suites
Plus full exhibitor listings and floorplan

brand
Licensing
europe 2009

Coming Soon

BRIT CHICKS®



Welcome to the virtual world of Brit Chicks. A cool fashion and lifestyle brand for girls 7-12 years

www.BRITCHICKS.com



For more information, please contact:
licensing@targetentertainmentgroup.com
Tel: +44(0) 870 164 74 74
www.targetentertainmentgroup.com

Brand Licensing Stand 550

30 September - 1 October 2009 | The Grand Hall **Olympia** London

introduction



OLYMPIAN GOLD

After a successful tenth anniversary event last year, the team at Advanstar will be looking to build even further on the show this time round.



I ALWAYS look forward to Brand Licensing Europe. Yes, the lead up and working the show itself is hard work (the latter mainly due to my choice of inappropriate footwear), but the general buzz in the aisles is one of the best I've come across at a trade show and the camaraderie of the industry really is second to none.

After a successful tenth anniversary event last year, the team at Advanstar will be looking to build even further on the show this time round. Several new additions have been made to the format, including an Interactive Game Zone for video games companies, plus product showcases the Toy Store, Licensed Lifestyle and the Salon and a dedicated Retail Buyers Centre.

The popular Licensing Academy - this year boasting two must-attend keynote addresses - and Screening Suite will be returning this year, as will the Advice Centre.

Advanstar always works hard to ensure that the show delivers what the industry wants, not only listening but acting on the feedback it receives from licensors, licensees and retailers.

Earlier this year, Licensing International proved that a successful trade show could be held in the current economic climate - with the expo striking just the right chord with its audience. The smart money is on Advanstar being able to pull off the same feat in London, too.

This is the first year we've put together a dedicated online preview like this. It's not officially endorsed and we don't claim to have included every single exhibitor, but we have aimed to give visitors a guide to as wide a range as possible of which firms will be on the showfloor and what they'll be showing, while also including essential info on the seminars and screening suite details.

I hope you find it useful, and, if you get the chance, pop along to the Licensing.biz stand at the show (603) to say hello. I'll be the one sitting down due to my choice of footwear...

Samantha Loveday
Samantha.loveday@intentmedia.co.uk

contents

■ **05**
character and entertainment

■ **12**
brands, lifestyle and sport

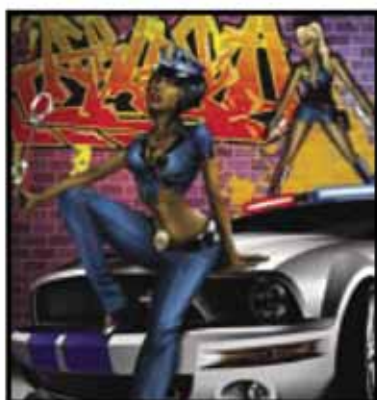
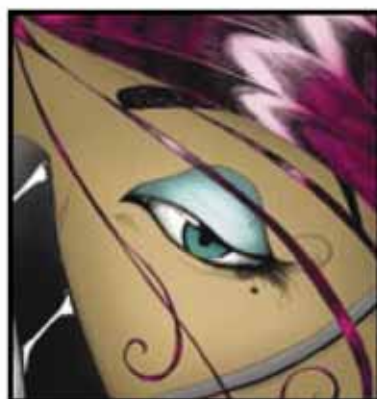
■ **15**
art and design

■ **20**
publishing and services

■ **21**
charity and heritage

■ **22**
floorplan and exhibitors list

MAKES STREET ART MOBILE FOR THE MASSES



SPRAYGROUND™ is a lifestyle brand that aims to expand the typical perception of graffiti and street art. Created by New York-based founders, Eddie Shabot and David Ben David and represented for licensing by King Features Syndicate, **SPRAYGROUND™** gives talented street artists an opportunity to share their work with the masses in a groundbreaking and fashionable line of bags and knapsacks.

SPRAYGROUND™ is an art-based lifestyle brand that has ambitious designs to be the next big brand in licensing. Available categories include, but are not limited to:

- Apparel and accessories (men, women and children)
- Back-to-school
- Sports gear and equipment
- Gifts and collectibles
- Wireless (mobile cases and accessories; screen savers)
- Publishing
- Stationery and social expressions

For information on **SPRAYGROUND™** opportunities in the United Kingdom and the Republic of Ireland, contact:

John McInnery

Tel: 44 (0) 1234 212 411

Fax: 44 (0) 1234 344 299

E-mail: john@allsortsmedia.co.uk

ALLSORTS LICENSING

15 Grove Place • Bedford • Bedfordshire
MK40 3JJ • United Kingdom

Visit us on Stand 450 at Brand Licensing

character & entertainment



By far the largest sector at the show, a number of brands will be making their debut, lining up alongside already established properties and evergreens...

■ 4Kids Entertainment

(Stand 470)

Among the brands on the 4Kids booth will be trading card game Chaotic. A soft launch of Spin Master's action figures is set to take place later this year, followed by a full roll out in early 2010. Activision will release the first Chaotic video game across EMEA early next year, while H Grossman will have outdoor products and Dracco will roll out confectionery.

Dinosaur King will also be featured. Two new UK licensees have just been signed: Aykroyd/TDP and Smith & Brooks. Also on the stand will be Yu Gi Oh, new pre-school property *WordWorld*, Karito Kids, The Dog, The Cat and The Pig, plus *Teenage Mutant Ninja Turtles*.

■ Aardman

(Stand 610)

Pre-school property *Timmy Time* has been watched by more than 5.8 million individuals since its launch in April (Source: Barb).

The second series of *Shaun the Sheep* is currently in production. The property has 28 UK licensees, including Golden Bear (master toy) and Egmont (publishing), in addition to numerous international licensees.

Aardman will be looking to secure international partners across a number of categories for all properties, including *Wallace & Gromit* and Decode's *Chop Socky Chooks*.

■ Allsorts Licensing

(Stand 450)

Betty Boop is something of a licensing powerhouse worldwide and is fast approaching 30

licensees in the UK and ROI. Brand extension Baby Boop is also attracting attention, with collectible figurines already launched and apparel following.

Meanwhile, Felix the Cat tops and nightwear are appearing in Top Shop, with tops also having appeared in New Look and Debenhams and figurines selling well. Categories still to be filled include stationery, bags and gift lines.

Marilyn Monroe imagery by photographer Sam Shaw continues to attract strong interest. Apparel is performing well, along with home furnishings, wristwatches and dress-up.

The headless Popeye t-shirt designs which were originally stocked by Next have since been seen in Sainsbury's and Tesco. Allsorts has also struck deals for video machines, cyclewear, entertainment plush and dress-up. Graffiti and street lifestyle brand Sprayground is also one to watch.

■ BBC Worldwide

(Stand 530)

BBCW will be introducing four new children's properties at the show.

These are Ragdoll's pre-teen series *Tronji*, animation *Dirtgirlworld*, book adaptation *Wibbly Pig* and *ZingZillas*, a musical show for pre-schoolers.

Brands including *3rd and Bird*, *In The Night Garden*, *Teletubbies*, *Charlie & Lola* and *Doctor Who* will all be on show, as well as properties from its adult portfolio like *Strictly Come Dancing* and *Top Gear*.

"This is a big year for us – we start development on new projects like *Tronji* and *Dirtgirlworld*, plus the hotly anticipated new series of *Doctor Who*," says Neil Ross Russell, MD Children's & Licensing. "We're also going to see the fruits of our labour with retail launches of *3rd and Bird* and *Strictly Come Dancing* coming very soon, and we'll be actively reinvigorating licensing on brands now in their late infancy from *In The Night Garden* to the ever expanding *Top Gear*."

■ Big Bocca (Stand 320)

Big Bocca is an affiliated company of the Upper Deck Group and was created to develop, co-produce, distribute and licence kids animated properties.



30 September - 1 October 2009 | The Grand Hall **Olympia** London

character & entertainment

Its first show, *Huntik: Secrets & Seekers*, has now launched and will be the main focus of its BLE booth. The toy lines will be emphasised, including figurines and action packs. Big Bocca is looking for partners in the bedding, nightwear, posters, promotion, board games, sports accessories and melamine categories.

■ BRB Internacional (Stand 349)

New additions to the BRB catalogue being revealed at the show will include *Kambu* and *Animals*. Other properties in its own portfolio are *The Secret Life of Suckers*, *Bernard*, *Angus & Cheryl*, *Imp* and *Iron Kid*. Meanwhile, BRB also manages certain Cartoon Network, MGM, Nerd Corps and Dibo properties in Spain and Portugal.

■ Bulldog Licensing (Stand 565)

Leading the charge for Bulldog will be Gogo's Crazy Bones which already has vast range of licensees signed up, including Halsall, Sambro, Portico and Roy Lowe & Sons.

Thumb Wrestling Federation: TWF will also have a heavy presence, with the new toy line from Sambro taking centre stage.

Design-led baby and toddler property Goochicoo will be showcasing a wide range of products, while sentiment brand Little Ewe arrives at the show on a high having been signed up by a major UK retailer, with a multi-category range set to hit shelves in Q4. The brand is also due to appear in a music video for a song which is tipped for the top spot when released in September.

Also on the Bulldog stand will be new pre-school brand *Super Why* – which is making its Brand Licensing Europe debut – plus classic properties Andy Pandy and Bill and Ben.

■ Chapman Entertainment (Stand 560)

Chapman will be showcasing its lead properties *Roary the Racing Car* and *Fifi and the Flowertots*.

Melissa Brown, director of marketing, says: "We are pleased to take out a stand and showcase our popular properties. As well as *Roary the Racing Car* and *Fifi and the Flowertots*, visitors

to this year's show may also see something new from Chapman. Watch this space."

■ Coolabi (Stand 505)



Coolabi's properties – Scarlett & Crimson and Purple Ronnie – are expanding into new territories and licensing areas, while the classic screen and publishing brands it represents (including Hammer, *Bagpuss*, *The Clangers*, *Ivor the Engine* and Poppy Cat) are proving equally popular.

"Brand Licensing is unmissable," says Coolabi's head of licensing Janet Woodward. "The promotional, business and networking opportunities are unmatched in the European market. But, while last year's event gave us a chance to celebrate our growth in both properties and representations, this year will underline the incredible market take up of Coolabi brands both new and established - and how the pace of that take up is accelerating."

The firm will be revealing its plans for the development of Poppy Cat and the former Licensing by Design properties, plus updating visitors on Scarlett & Crimson and Purple Ronnie.

■ Chorion (Stand 540)

Headlining will be Mr Men and Little Miss. Fashion ranges have been added, while infant and toddler categories are available. New creative initiatives for the brand are also underway to help fuel its growth on an international level.

3D pre-school animated series *Olivia* will air on over 120 global broadcasters this year. Licensees already on board include Spin Master (global master toy) and SPHE (international DVD partner outside the US).

Chorion will also be looking to sign new agents and further licensing deals for *The World of Eric Carle* and *Noddy in Toyland*. Biplano is the representative for Noddy in Iberia where *Make Way for Noddy* will air on TVE.

■ Classic Media (Stand 440)

All-new pre-school show *Tinga Tinga Tales* is co-produced with Tiger Aspect in Nairobi using local talent. It will premiere on Cbeebies in 2010.

Meanwhile, *Guess with Jess* is due to air from this autumn, while *Postman Pat Special Delivery Service* is currently being bolstered with Character Options' master toy line. The brand now has 60 licensees on-board and a live theatre toy will roll out across UK venues from spring 2010.

"Classic Media are very excited about BLE this year," says Andrew Kerr, executive director of consumer products and marketing, international, "we'll be operating for the first time as Classic Media in the UK and we are excited to formally launch two new pre-school programmes mere months before their UK transmission on Cbeebies - *Tinga Tinga Tales* and *Guess with Jess*."

"We have big expectations for both brands in the UK and around the world and BLE is the final trade springboard that gets them launched."

■ DRi Licensing (Stand 310)

New arrivals to the Caroline Gardner brand will be showcased including Blueprint's stationery line featuring notebooks, diaries and notecards. Halcyon Days will be unveiling union flag design enamel pots and compacts, Turner Bianca is launching bedding, while Portico has new calendars, homewares and fashion bag launches planned for spring 2010.

Edward Monkton now has a major partnership with Google. The black and white designs will become colour, giving the brand a fresh look. New signings include Penny Kennedy, That Company Called If and Silverknit.

The Miffy programme continues apace with a new Little Star collection from Rainbow Designs, plus a classic gift range, Next and Mothercare babywear lines and fashion success in New Look, Topshop and Littlewoods among others.

The World of Roald Dahl brand will also be on the stand.

■ E1 Entertainment (Stand 240)

E1 will not only be highlighting its rebranding from Contender Entertainment Group, but also its plans for its growing list of owned properties and third party representations.

Leading property, *Peppa Pig*, has been sold into over 180 territories and has more than 55 licensing agreements in the UK alone. The same team behind the show has now also launched *Ben & Holly's Little Kingdom* on Nick Jr. It has been sold to over 150 territories and attracted key licensees for clothing, toys, DVDs and books. Another property currently airing on Nick Jr – *Humf* – is one of the channel's highest ranked series.

Merchandising launches for both properties are planned for 2010.

E1 is also the UK licensor for vampire flick *Twilight* and its successors *New Moon* and *Eclipse*, as well as the classic superhero brand *Astroboy*.

Other third party representations in the UK include *Hi-5*, *It's a Big Big World* and textile design brand Kim Parker Home. Other highlights of the stand include the half hour special *Lost and Found*, plus long established E1 brands *Janet and John* and *Tractor Tom*.

■ Hip Designs (Stand 670)

Known for representing properties including Animal Soup and Bad Alice, Hip will be launching Hugmeez. Looking to offer an alternative to the more traditional 'cute' plush lines, there is a wide selection of characters ranging from Big and Little Hugs, through to Sexy Hugs, Happy Hugs and Sad Hugs. There will also be limited edition Hugmeez to celebrate specific events and situations.

■ Hit Entertainment (Stand 425)

Hit now owns and distributes more than 1,500 hours of pre-school programming around the world.

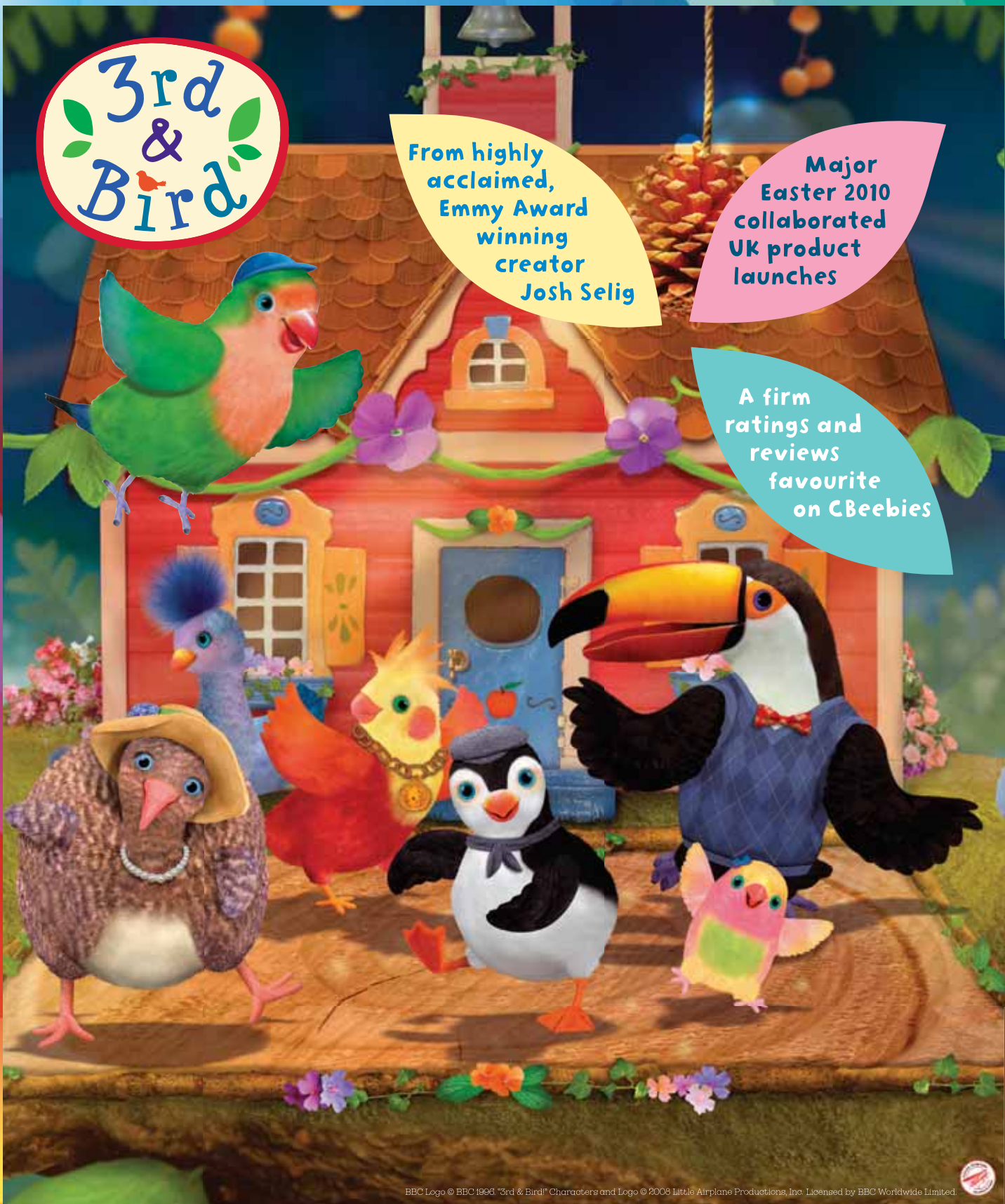
2010 will see it celebrating the 65th anniversary of *Thomas & Friends* with a year-long programme of marketing and retail initiatives, as well as the launch of all-new CGI animated programming for both *Bob the Builder* and *Thomas & Friends* in the UK. *Angelina Ballerina: The Next Steps* will also launch in CGI on Nick Jr later on this year.



From highly acclaimed, Emmy Award winning creator Josh Selig

Major Easter 2010 collaborated UK product launches

A firm ratings and reviews favourite on CBeebies



BBC Logo © BBC 1996. "3rd & Bird" Characters and Logo © 2008 Little Airplane Productions, Inc. Licensed by BBC Worldwide Limited.



HOME OF LANDMARK PRE-SCHOOL BRANDS

contact us: product.licensing@bbc.com



PEPPA PIG

- Huge success on Five and Nick Jr
- 56 UK licensees with product in all major retailers
- Broadcast in 180 territories with licensing opportunities available
- Stand alone stage show touring the UK throughout 2010
- Now seeking further promotional and FMCG partners

Peppa Pig © Astley Baker Davies / E1 Entertainment 2003



NEW

BEN AND HOLLY'S LITTLE KINGDOM

- From the creators of Peppa Pig
- Broadcast daily, with strong initial ratings, on Nick Jr UK
- 10 UK licensees already signed
- Product launch Summer 2010 with full marketing campaign
- Broadcast in 150 territories with licensing opportunities available

Ben and Holly's Little Kingdom © Astley Baker Davies / E1 Entertainment 2008



NEW

HI-5

- Brand new series with UK presenters airing on Cartoonito and GMTV's highly rated 'Fluffy Club'
- Brand new style guide for the UK market
- Brand new UK stage show tour commencing October 2009
- Over 10 years of worldwide success with the Australian version currently screening in 118 territories worldwide
- Product launching Autumn 2010

© 2009 Hi-5 Operations Pty Ltd



NEW

HUMF

- One of the highest rated series on Nick Jr in the UK since launch in Spring 2009
- Merchandising launch planned for 2010
- Created and written by Andrew Brenner, animated by King Rollo Films and narrated by Caroline Quentin
- Broadcast in over 80 territories with licensing opportunities available

Humf © E1 Entertainment / King Rollo Films Limited 2007

COME AND VISIT US AT
STAND 240



E1 Licensing

Andrew Carley
International Sales
+44 (0)207 907 3797
acarley@e1ent.com

Hannah Mungo
UK Sales
+44 (0)207 907 3788
hmungo@e1ent.com

Anthea Bull
Product Development
+44 (0)207 907 3752
abull@e1ent.com

Rebecca Harvey
Marketing
+44 (0)207 907 3795
rharvey@e1ent.com

London Office

120 New Cavendish Street • London • W1W6XX • UK
Telephone: +44 (0)207 907 3773
Fax: +44 (0)207 907 3777
www.e1entertainmentuk.com

character & entertainment



Fireman Sam continues its broadcast expansion with its debut on GMTV's *The Fluffy Club*, while it currently ranks as Cartoonito's top rating pre-school show for the year and continues to perform well on Five's Milkshake.

■ **Last Lemon** (Stand 245)

Last Lemon will be launching new character property *The Honours List*, a graphic-led series of single frame images. With Woodmansterne and Mclaggan Smith signed for the UK, the studio is selling licences for other categories and territories. Also being showcased is educational property, *The Brainwaves*.

■ **LazyTown** (Stand 570)

Still the only global entertainment brand dedicated to children's health, *LazyTown* is in five million homes around the world. It boasts a successful licensing programme, and a recent partnership with Asda and Wal-Mart saw sales of fruit and vegetables grow by almost 40 per cent in-store. The company will be revealing new European deals.

■ **Lego Group** (Stand 404)

Lego Group is keen to expand the brand outside of its traditional toy sectors. It already has licensed

products in a number of different categories including video games (*Lego Star Wars* and *Lego Batman* have been huge hits, with a *Lego Harry Potter* also in the works), apparel, accessories, footwear and publishing.

■ **Ludorum** (Stand 640)

Ludorum will be seeking international partners for pre-school hit *Chuggington* – which has now secured broadcast in over 165 territories.

The first DVD release, *Let's Ride the Rails*, was released earlier this year and is the number one selling pre-school title of the year so far, according to the firm. Two further titles will roll out before the end of the year. Licensed products will be available from spring 2010, with the key partners including RC2/Learning Curve (master toy) and Parragon (publishing).

Meanwhile, *Dennis and Gnasher* will debut at the show, following the launch of the new animated TV series on CBBC in September. Publishing and home entertainment titles will launch from 2010 and Ludorum is now seeking international partners.

■ **Lunartics** (Stand 280)

Boys' collectable property Lunartics will be revealing a bank of new artwork at the Brand Licensing show. There are already 150 unique characters, but to

drive a tight licensed product range, Lunartics will be focusing on a rolling line of key characters.

In addition, the firm has recently taken on the services of The Keith Pashley Project to help build the brand even further.

■ **Mattel Consumer Products** (Stand 399)

Following Barbie's successful repositioning programme this year, MCP is looking to extend the brand further into the adult licensing category and will be showing its new direction at the event. The core Barbie licensing programme continues to grow with the introduction of tween-focused electronics, beauty, apparel and sporting goods, while new autumn movie, *Barbie & the Three Musketeers* will be supported with a comprehensive product range including dress up and publishing.

Fisher-Price will be extending its Babygear and Nursery portfolios with the launch of a co-branded car seat and travel cot ranges. There will also be new product in the outdoor category and a European roll out.

Hot Wheels has seen its consumer products programme grow by 25 per cent. A new animation series is currently in development with Nelvana and Nerd Corps, called *Hot Wheels: Battle Force*. Finally, there is also strong interest in games brand Scrabble.

■ **Nelvana** (Stand 548)

Beyblade is back with 51 new episodes and a revamped toy line. Also on the Nelvana stand will be *The New Adventures of Babar*, *Franklin* and *Ruby Gloom*, which now has over 50 licensees across four continents.

Meanwhile, Bakugan has over 50 deals across a variety of product categories in the EMEA region. A second series – *Bakugan: New Vestroia* – is now in production.

■ **Nickelodeon & Viacom Consumer Products**

(Stand 499)

The firm will be presenting a new licensing opportunity around Nickelodeon Movies and Paramount Pictures' *The Last Airbender*. Directed by M Night Shyamalan and based on Nick's animated TV series *Avatar*, the film is due to hit cinemas in July 2010. Spin Master is the master global toy partner.

The company will also showcase its portfolio of Nickelodeon and MTV properties. These include *iCarly*, *Dora the Explorer*, *Spongebob Squarepants*, *Wonder Pets*, *Ni Hao, Kai-Lan*, *Go Diego Go*, *H2O* and *South Park*.

"We are tremendously excited to be launching *The Last Airbender*," says Clare Piggott, VP of consumer products at Nick UK. "The UK licensing programme will build on our new

30 September - 1 October 2009 | The Grand Hall **Olympia** London

character & entertainment

partnership with master toy licensee Spin Master. The key lines focus on an immersive range of action figures and play-sets, truly reflecting the key themes of both the new movie and the animated series. Other key category focuses will be publishing and gaming."

■ PPC Enterprises (Stand 740)

PPCE will be unveiling *The Hive*, a new CGI pre-school series which has already been signed up by GMTV in the UK. The show is also being pitched in North America and has received interest from several Disney territories.

Monty Python is celebrating its 40th anniversary this year, with a new DVD box-set and a one-night only musical extravaganza at The Royal Albert Hall called *Not the Messiah*, based on *The Life of Brian* planned. PPCE will also be showing exclusive content from a new Python documentary.

Finally, the first toy lines for *Pinky & Perky* from Martin Yaffe will be unveiled.

■ Rainbow S.p.A (Stand 570)

Rainbow is looking to make a big splash at this year's event, bringing with it a number of properties.

PopPixie is already the number one toy brand in Italy and Bandai has signed up as the master toy licensee.

Meanwhile, *Winx Club* is back for a fourth series, including new characters and pets. The autumn European TV launch will be coordinated with new fashion dolls and supported by a major TV campaign, followed by the launch of Bandai's Nintendo DS game.

Rainbow will also be showcasing *Huntik: Secrets & Seekers*. The brand has already enjoyed success with apparel, back to school, trading cards (from Upper Deck), sticker albums, magazines and 3D figurines.

"BLE has always been an essential and successful platform for Rainbow," says the firm's Iginio Straffi. "This year it will be even more important for us as it coincides with the launch of our brand new property PopPixie and the expansion of our UK activities."

■ RDF Rights (Stand 730)

Main focus for RDF will be on pre-school hit *Waybuloo*, currently airing on the BBC. Since its launch earlier this year, the programme has proved popular with

youngsters and RDF is currently rolling out the accompanying licensing drive.

BAFTA award winning *Yo Gabba Gabba* will also be highlighted, along with arts and crafts brand *Mister Maker* and *Big Barn Farm*.

■ Rocket Licensing (Stand 604)

The new movie version of *Fame* will launch on September 25th and Rocket is handling the licensing opportunities in the UK market. A full range of licensed product is available including home textiles, bags and stationery, cards and calendars, confectionery, nightwear, publishing, apparel and games. The firm will be looking for new deals to coincide with the Easter 2010 DVD release.

Rocket is also handling the licensing for *St Trinian's II: The Legend of Fritton's Gold*, and is seeking partners in a wide range of categories. It will also be highlighting HBO's *True Blood*. Rocket also represents a number of other HBO properties.

Moving on, and Atari and *The Dangerous Book for Boys* will also be on the stand, alongside a number of MGM properties.

■ Sanrio License (Stand 150)

The creators of Hello Kitty will be looking to celebrate this year's 35th anniversary of the cult brand at Olympia. Away from Hello Kitty, however, the firm also boasts My Melody, Little Twin Stars, Keroppi and Batz-Marui in its 55+ character portfolio.

■ Santoro (Stand 298/395)

Santoro's female-focused brands will have a strong presence on both the firm's stands. The company's fashion-led character brands are regularly refreshed, allowing Santoro to offer 'newness' and longevity to licensees and retailers. BLE will also see the public launch of new property Gorjuss.

■ Start Licensing (Stand 350)

Start works with DC Thomson on its comic and magazine brands *The Beano*, *The Dandy*, *Commando*, *Jackie*, *Topper*, *Beezer* and *The Hotspur*. The range of art in DC Thomson's archive stretches back over 70 years and is a good resource for licensees.

Other developments include a new dedicated style guide for *Bananaman*,

with licensees including BC International, Smiffy's and Delta. Other characters owned by DC are Billy Whizz, Bash Street Kids and Roger the Dodger.

A recent signing for Start is the Sugar Puffs character Honey Monster. Recent activities include sponsorship of a WWE Live tour. The character will also be appearing in pantomime this year in two venues. Licensing includes a successful apparel line from Famous Forever. Other developments include a dress up costume, nightwear and underwear. Start is hoping to move the brand into plush, ceramics, stationery and collectables.

In the pre-school sector, Start is representing Kindle Entertainment's *Big & Small*. The BBC series has 78 episodes and it is also being developed into a Cbeebies radio show. Current licensees include HarperCollins (publishing), Jumbo (plush, jigsaws and card games), Avanquest (CD Rom), Zak (lunchware), Fashion UK (apparel) and Little Star Creations.

Other brands include Bazooka Joe and Bang on the Door, plus Sky TV properties *Brainiac*, *Gladiators* and *Are You Smarter Than A Ten Year-Old?*

■ Target Entertainment Group (Stand 550)

TEG will be presenting girls' fashion and lifestyle brand Brit Chicks (owned by Brand Champions). A social networking site will be launching in October, while the licensing programme will be fashion-led, extending into publishing and gaming.

It will also be looking to sign more deals for the PlayStation software IPs, including *LittleBigPlanet*, *Invizimals* and *EyePet*, all of which are making their show debut. Target signed up with Sony Computer Entertainment Europe back in April to act as the consumer products agent for the IPs in the UK and EMEA.

The company will also be showing the pre-school animation *Fluffy Gardens*, as well as the live action comedy series *Emu*.

■ The Licensing Company (Stand 420)

The Entertainment division of TLC represents Giochi Preziosi, Paramount Pictures, Sony Pictures, HBO, LazyTown, Lucasfilm, Magic Light Pictures and MGA Entertainment.

It has also recently taken on representation for *The Smurfs*, Gormiti and Paramount Classic. Properties being showcased at Olympia include the *Sex and the City* series, *Star Wars: The Clone Wars*, *The Karate Kid*, *Rango* and *Moxie Girls*.

■ The Licensing Machine/Panini (Stand 760)

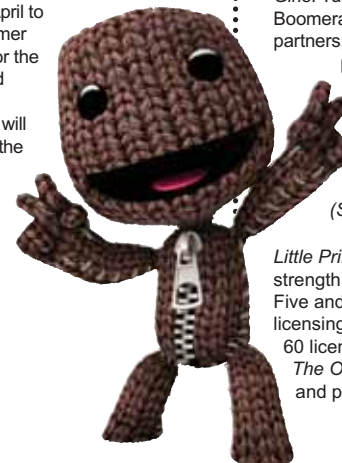
TLM has shaped a solid portfolio of brands, with more than ten titles in selected markets across Europe, as well as playing a key role in TV and home video sales through the distribution of anime. TLM represents the Panini Collection, fortnightly magazine *Mizz* and comic book artist Milo Manara. Also on display at Olympia will be *Deltora Quest* and *Soul Eater*.

■ Turner CN Enterprises (Stand 460)

The firm's presence will include *Ben 10 Alien Force* and *Bakugan*, alongside *The Secret Saturdays* and live action karaoke-style series *Staraoke*. The feature length Ben 10 movie - *Alien Swarm* - will also be shown. Comedy shows *Adult Swim*, *Chowder* and *Flapjack* will be highlighted, while Turner will also be revealing the new positioning of *Johnny Bravo* and *The Powerpuff Girls*. Turner Classic Movies, CNN and Boomerang will be promoted to potential partners, while the firm will be showing pre-school brands *Go Get A Grown Up*, *Go Be A Grown Up* and the Cartoonito channel.

■ TV-Loonland (Stand 205)

Little Princess continues to go from strength to strength, airing every day on Five and supported by a strong licensing programme made up of over 60 licensees. Also on the stand will be *The Owl*, CGI animation *Pat & Stan* and pre-school show *Penelope*.





TIMMY time



Join the success for 2010!

“The Aardman Team have struck animation gold once again with this utterly charming series for pre-schoolers...”

Daily Mail (Weekend), 11th April '09

52x10' episodes launched April 2009
Broadcasting on CBeebies three times a day
New episodes for 2010

- One of CBeebies top rated shows with over 5.8 million viewers in 12 weeks and over 21% audience share among carers with kids ages 0-3 (BARB data)
- Consistently in top 5 'Most Popular' shows on CBeebies iPlayer
- Over 1.5 million plays of Timmy's Noisy Name Game via the CBeebies website
- Strong licensing programme with Egmont for publishing, 2Entertain for DVD and Vivid Imaginations as master toy licensee
- Timmy Time's Nursery Playset shortlisted for the Practical Parenting Awards

**Come visit us
at stand no.
610!**
Brand & Licensing Show

www.timmytime.tv

30 September - 1 October 2009 | The Grand Hall **Olympia** London

brands, lifestyle & sport



From FMCG brands like Pepsi, through celebrity licences and video games franchises, to basketball, these sectors are among the fastest growing...

■ Alchemy Licensing

(Stand 230)

One of the leading names in contemporary rock and tattoo, gothic, fantasy, supernatural and medieval art and design, Alchemy will be highlighting a number of new properties.

The firm will be looking to attract new licensees in categories including fashion, stationery, décor, giftware and entertainment among others.

■ Beanstalk Group

(Stand 525)

Beanstalk has had a major presence at Brand Licensing for the past several years. As well as exhibiting, the firm will be taking part in the Licensing in a Recession seminar.

Beanstalk will be looking to engage with new potential licensees for its recently acquired brands - including Lee Cooper and Janet Reger - as well as meeting with potential new clients.

Other properties on the firm's stand will include Pampers, Land Rover and Jack Daniel's.

■ Celebrities Entertainment

(Stand 500)

The Germany and Switzerland-based licensing agency specialises in properties and trademarks targeted at teens and young adults.

It represents the artist portfolio of Live Nation with acts including AC/DC, U2 and Kiss, for example, while Kiddinx properties Benjamin the Elephant, Bibi Blocksberg and Bibi and Tina are on its books for the non-German territories.

Fashion labels represented will include Maui and Sons, David and Goliath and Playboy.

■ Dorna Sports

(Stand 330)

Dorna Sports has been the exclusive holder of all the commercial and TV rights for the FIM Road Racing World Championship Grand Prix (MotoGP) since 1992.

Currently there are approximately 50 active MotoGP licensees, producing over 700 products worldwide.

■ Gidget Worldwide

(Stand 515)

Gidget Worldwide is a licensing company created to re-launch a series of Gidget-based entertainment properties, including a feature film and planned sequels. GWI has developed more than 400 possible lines of goods and services.

■ Golden Goose

(Stand 370)

The firm has recently been appointed as the brand licensing consultancy for the RAC. Current licensed products include pressure washers, satnavs, tools, torches and travel kits, while Golden Goose will also be looking to attract potential new partners.

■ Ignition Licensing

(Stand 130)

Juicy Lucy Designs (which is nominated as a gift finalist at the Licensing Awards) The Bogies and Pet Poets Club will be the main focus.

Established in June 2006, the firm is an independent UK-based international brand management and licensing agent run by MD Andrew O'Neill, who is supported by licensing director Maggy Harris and licensing manager Sam Booth. The company will also be hoping to launch a number of new properties.

■ Licensing Management International

(Stand 235)

LMI will be featuring a number of new initiatives including the International Space Archives, which has access to authentic imagery from NASA. The firm also recently concluded a multi-publication worldwide agreement with Dorling Kindersley.

The Aimia Foods line of fruit juices, smoothies and diluted drinks under the Outspan brand will also be on the booth, along with dress-up kit for Spam.

New Pepsi apparel initiatives from Fashion UK and Vacant, plus Carna for socks, will be featured, while a range of apparel items from Uniqlo under the Royal Mail's GPO logo will be unveiled. Product is due at retail in Q4.

30 September - 1 October 2009 | The Grand Hall **Olympia** London

brands, lifestyle & sport



Recent signings for MTV Cherry Girl include Jamster for mobile entertainment, with the new MTV mascot attracting significant hits on Facebook. The British Motor Heritage licensing programme continues to expand and new apparel initiatives will be shown.

■ National Basketball Association (Stand 708)

The NBA licence has seen particularly strong developments in the EMEA region and now has strong relationships with over 60 licensed partners. These include Adidas, Panini and EA.

At Olympia, the NBA will be looking to meet potential new licensees for new markets, as well as investigating new product categories where it is relevant, including sport driven products, promotion of healthy lifestyle and products targeting male teens.

■ Performance Brands (Stand 630)

Kids' property *Planet Cook* will be one of the brands highlighted. The show teaches children that creating food can be fun and is currently airing daily in the breakfast slot on C4, as well as on 4 On Demand. It has also aired in Germany on ZDF and on Australia ABC.

The firm is looking to develop the show into a long-term brand with licences across a wide variety of sectors including food and drink, homeware, kitchenware, apparel, toys and games, personal electronics, publishing and promotions.

Performance Brands has also been helping to develop the licensing programme for pre-school property *Numberjacks*. The show helps young children develop vital learning and problem solving skills and is currently airing on Cbeebies in the UK and in 42 countries across the world.

Finally, Kew Gardens will also feature on the stand.

■ Royal Air Force (Stand 775)

The RAF is aiming to extend its brand into relevant product categories using a combination of Modern, Vintage and Lifestyle design themes. These will be inspired by such consumer propositions as the power of the modern RAF, the nostalgia of the Battle of Britain and the prestige of the Red Arrows.

Key categories for the brand include toys, eyewear, luggage and fashion accessories.

The RAF has recently appointed IMG as its global licensing agent and believes that BLE is a great opportunity to increase its brand's visibility.

■ Royal Navy (Stand 778)

The kids market had always been a key part of the Royal Navy's licensing strategy and it is now looking to build on the success of the HM Armed Forces toy line and develop other products.

It will be sharing its latest category developments and plans, as well as showing a collection of 200 photographs from the Peregrine Trophy photographic competition. These are available for licensees to use in products and on in-store and online marketing materials.

■ Smiley Licensing (Stand 335)

The firm will be presenting products from its Smiley World and Smiley brands. Smiley World will have a host of items including vintage t-shirts, jewellery, footwear and bags. Several publishing titles and pieces from the stationery range will also be on display, along with home and giftware items.

Meanwhile, for Smiley there will be a selection of clothing and footwear from the recently launched Happy Sports line, as well as the long-standing beauty and fragrance range, Smiley Happy Therapy, and the photo-based art line, Smiley Photo Gallery.

■ The Licensing Company (Stand 420)

TLC has admitted that it will be launching something new at the show, but is keeping its cards close to its chest for the time being. However, the brands division will be highlighting the likes of The National Trust, Coca-Cola, Cosmopolitan, Umbro and Bic.

■ The Partnership (Stand 400)

The Partnership will be introducing a new home and kitchen line for Warburtons. In addition to this, it will be showcasing Raymond Blanc, luxury brand New & Lingwood and British clothing brand Wolsey, as well as Antony Worrall Thompson, Whatever It Takes, Monsoon/Accessorize, Laura Ashley and Fired Earth.

■ Ubisoft (Stand 325)

Ubisoft will be presenting a number of its hit properties including *Rabbids* (which has sold more than six million units worldwide), girl-skewed franchise *Imagine*, *Petz*, boy's property *Combat of Giants*, plus the award winning *Assassin's Creed* and *Tom Clancy* brands for hardcore gamers.



Start Licensing will be at Stand 350

A PROACTIVE APPROACH TO LICENSING

Contact : Ian Downes 020 8 337 7958

ian@startlicensing.co.uk

www.startlicensing.co.uk



30 September - 1 October 2009 | The Grand Hall **Olympia** London**art & design**

A growing sector of the show, this year's art, design and image licensing area is shaping up to be one of the biggest yet...

■ **Annie Phillips** (Stand 485)

Phillips has sold over 250 artworks across a database which has been adapted and changed to fit various product ranges. She has also created blinds and wallpaper, cutlery and stationery ranges and currently has an exclusive line of rugs with Liberty.

■ **Art Ask Agency**

(Stand 710)

Boasting over 18 years experience in international licensing, Art Ask Agency initially supplied fine art to the publishing industry. It has since moved into more classic licensing and merchandising of concepts, lifestyle and character lines.

■ **Artisan Licensing**

(Stand 587)

Artisan is using the show as a key part of the firm's trade marketing effort and sees it as the perfect platform to introduce its brands. It will be showing two main brands: Canvas Nation, which

is a collaboration of European illustration talent and is based on trend forecasts for the next two years, and Chris Chun, a fine artist based in Sydney and who already has some UK licensing deals in place.

"We're coming to the show with specific objectives; to make contact with retail buyers and licensees and, most importantly, to do business," says Artisan founder Siobhan Williamson. "Additionally, we are constantly looking for new brands and welcome contact from artists and designers who are ready to take the leap into licensing."

■ **Backland Studio**

(Stand 290)

Backland's first time at Brand Licensing will see the firm presenting two new licensed properties.

Grumpy Old Gits is a slogan-based brand featuring photos of gurning old men. Slogans include 'Where's Me Bloody Keys', 'How Much?' and 'Grumpy is the New Happy'. It already features in Clinton Cards on keyrings, pint glasses, cards, socks, coasters, t-shirts and a swear box.

Also a key focus will be the bear with one ear, Vincent. Izziwotnot is on board for bedding and a range of cards from a major greetings card publisher is also due to launch.

■ **Bang on the Door**

(Stand 360)

Bang on the Door has been a successful design brand for over 20 years and has a portfolio of over 750 characters. Most recent additions to the artwork portfolio include Guitar Star for boys and Make Me Famous for girls, with UK licensees including Holland Publishing, Madcatz, Mindscape, Hallmark and Mothercare.

The Bang on the Door brand is also now represented by ten international agents worldwide.

At Olympia, the founders - Karen Duncan and Samantha Stringle - will be drawing BOTD characters for visitors to take away between 2-3pm on Wednesday September 30th.

New properties launching will include a new Groovy Chick fashion line for girls. FABric Animals and Football Crazy will also be highlighted.

■ **Bridgeman Art Library**

(Stand 590)

The company, which works with museums, art galleries and artists, will be showcasing Ballet Russes costume illustration to mark the centenary of the performance, a John Bull retro magazine cover illustration, Cyril Power Linocuts from the 1920s and 1930s, plus Henry John's food illustration reminiscent of the pop artist Patrick Caulfield.

The firm will also be presenting its new website, including freshly developed lightbox and category browse features. Cyril Power and Henry John will be shown for the first time, and Bridgeman will be exclusively representing these for licensing.

■ **Bright Group**

International (Stand 495)

BGI will be presenting a range of new properties. Barry the Fish will be leading the pack, which is the first in a series of character-led takes which will form a collection of children's stories.

brand Licensing europe 2009

The Grand Hall | Olympia | London

30 September – 1 October 2009



Discover the characters that will make your products fly off the shelves!

With over 2,000 properties on display, you'll be sure to find the one that brings your merchandise to life!

Attend and benefit from:

- **Product showcases** including the **Toy Store** where you will see popular characters transformed into profitable merchandise
- **12+ free educational seminars** in the Licensing Academy
- **Screening suite*** showing exclusive previews of the latest Hollywood blockbusters and associated licensing opportunities
- **Property finder tool** allowing you to easily identify rights owners and licenses available
- **Retail Buyers' Centre** giving retail visitors free access to experienced and impartial consultants

By invitation only*



Register **FREE** now at www.brandlicensingeurope.com

Organised by:



Sponsored by:



Official Publication:



30 September - 1 October 2009 | The Grand Hall **Olympia** London**art & design**

Barry is already a hit in the book world and is published by Simon & Schuster in the UK and Random House in the US.

Also on the Bright slate is Ugg the Pug (working title), the first independent concept created by artist Simon Taylor-Kietly, who previously worked with a host of well-known characters including Country Companions, while he was also responsible for revisualising the Forever Friends brand.

Other characters on the stand will include Boglysaurus, Cowboy Carl and Swamp Life.

"We are really looking forward to our BLE debut," comments BGI managing director, Vicki Willden-Lebrecht. "We are presenting a fantastic range of new properties which all have some incredibly creative people behind them and will be looking for interest in all sectors of the industry."

■ Cathay Creative (Stand 454)

One of the biggest licensing companies in Taiwan, Cathay represents almost 100 artists from Taiwan, the UK, Germany, US, Hong Kong and China. It licences more than 1,000 images, many of which are popular in Asia and which Cathay is looking to bring to Europe.

In addition, the firm has also developed its own product lines based on different artists' artworks.

■ Fun Crew (Stand 582)

Launched at BLE three years ago, Fun Crew is a firm supporter of the show. This year it is launching its first full product range after working with Think Pink to design a collection of Lucky Cookie girls' gifts and accessories.

The new designs include a rucksack, a 'lucky penny' purse and a melamine 'milk and cookies' set.

Meanwhile, the firm continues to enjoy success with Spooky Skaters. In the UK, it has just been launched a fortnightly, full-page comic strip in *Dandy Xtreme*.

■ Kate Knight (Stand 488)

Knight's designs can be seen worldwide on art prints, greetings cards, wrap, gift bags, clothing, textiles, stationery, craft paper, cross stitch and tableware.

Knight has been a regular exhibitor and she believes that her business has really benefited from the exposure. She now licences her artwork to manufacturers and publishers in the UK, US, Canada, Netherlands, Germany and Switzerland. She will be presenting a new range of work at Olympia.

■ Lemon Ribbon (Stand 581)

The print and design studio has three properties: Jasmine Bunn (a fashionable bunny with school days,

home and garden themes), the country kitchen-themed print collection Retro Garden and the Lemon Ribbon Studio, which includes contemporary graphics, cute characters and designed-focused print concepts.

While it has already struck a number of licensing deals within the greetings cards and apparel categories, Lemon Ribbon is also in negotiations with several gift and clothing manufacturers.

■ MGL/Vision (Stand 690)

The firm has over 6,000 images in its collection, with the contemporary division, Vision, representing some of the world's top fashion illustrators. MGL will be showcasing recent new artist signings: SHU from Japan and Ciro Marchetti from the US. Both are leading fantasy artists in their fields and the booth will have product examples of their illustrations. Also on the stand will be Greg Cuddiford, Reilly and Lisa Jane product examples.



■ Nigel Quiney (Stand 385)

The specialist greeting card publisher is launching the Pizazz brand - a selection of water colour illustrations. It is looking to move into the stationery, gifts, interiors, homeware and apparel areas.

■ Plus Licens & Design (Stand 588)

Specialising in the management of design-driven properties, Plus Licens & Design will highlight style guides, design concepts, plus new and classic artwork for MoshiMoshiKawaii, Pippi Longstocking, Emil, Karlsson on the Roof and Flora's Hill.

■ Science Photo Library (Stand 580)

SPL holds a collection of over 300,000 pictures. These range from x-rays, thermograms and scanning electron micrographs through to aerial views, nature and animal shots. SPL images have been used in major branding campaigns such as Paul Smith clothing, Boots cosmetics and Guinness.

■ Yvette Jordan (Stand 382)

Jordan will be showing her Glamour line, as well as her new 2009 fine art portfolio and Lady Luck.

30 September - 1 October 2009 | The Grand Hall **Olympia** London

publishing & services



Publishing is one of the first ports of call when stepping into the licensing arena, while the services firms are often the unsung heroes of the business...

PUBLISHING

■ Atlantyca Entertainment

(Stand 246)

Celebrated kids' book series *Geronimo Stilton* was produced by Italian publishing entrepreneur Pietro Marietti (founder of Atlantyca) and Elisabetta Dami. It is due to make its debut as an animated series this autumn.

The firm's licensing division manages the international licensing initiatives for *Geronimo Stilton* and is also the Italian licensing agent for Moonscoop's *Code Lyoko*, *Growing Up Creepie* and *Dive Olly Dive*. It was also recently appointed as the agent for classic *Le Petit Prince*.

■ Hari Books

(Stand 498)

Another first timer, the firm will be looking to make an impact with its book series featuring Hari and Friends.

With a core message of safety awareness underpinning each adventure, the books are aimed at three to seven year olds and launched last November with *Oops Hari*. The second book, *Hari at Home*, arrived this April at the London Book Fair, with further titles planned as well as a Mini Moe series featuring Hari's best friend Moe Mouse.

MD Tristan McGee believes that a presence at BLE is essential to demonstrate the potential of the property to the wider industry and will be looking to

licence into categories including art and design, children's and baby products, video games, mobile and toys and games among others.

■ John Wiley & Sons

(Stand 620)

For Dummies is the world's best selling reference series and has successfully been expanded into the licensed product sector by the company. Products available include videos, software, consumer electronics, cooking, home improvement, automotive, craft and hobby kits and games.

Also on the firm's stand will be Frommer's, one of the top names in travel guides in North America, and CliffsNotes.

■ Walker Books

(Stand 622)

Exhibiting for the first time at the show, Walker will be revealing its 20th anniversary plans for evergreen pre-school property Maisy, as well as unveiling Lucy Cousin's latest project, *Yummy*. Walker revealed earlier this year that it would be taking Cousin's European licensing programme in-house.

Walker has been making children's books for almost 30 years and it sees the show as a good way of educating the licensing industry on what it has to offer. Other brands on the stand include picture book *We're All Going on a Bear Hunt* by former Children's Laureate Michael Rosen and illustrator Helen Oxenbury. The book has remained in the top ten

picture books of all time since its publication 20 years ago.

Guess How Much I Love You will be represented by DRI, while Where's Wally? will be on the Classic Media stand.

SERVICES

■ Licensingpages Recruitment

(Stand 350)

Established in January 2007, Licensingpages Recruitment was founded by Andrew Levy and Ian Downes, and will be sharing stand space with Start Licensing.

Aiming to satisfy the employment opportunities surrounding all roles within the licensing and brand industry, the firm places candidates in all positions right from MDs and CEOs, through to licensing managers and executives, sales and marketing directors, brand managers, promotions executives, temporary staff, para legals, retail buyers and forensic accountants among others.

Both Levy and Downes have extensive experience of the licensing industry. Levy began his career with Unilever, before joining Copyright Promotions and then Allegiance UK. He set up and ran the LIMA UK office from 1998 to 2006.

Meanwhile, Downes has been in licensing for over 15 years, both domestically and internationally, having held positions at Fox Kids Europe and CPLG, before forming Start in 2004.

■ 24IP Law Group

(Stand 269)

IP boutique law firm, 24IP is a collaboration between the law firms with offices in Germany, France, UK and the US. Its services include patents, utility models, trademarks, design patents, copyright, internet domains, competition law among others.

■ Halliwells

(Stand 264)

The full service commercial law firm has a specialist team of intellectual property lawyers dedicated to advising on all aspects of protecting, enforcing and exploiting copyright, trademarks, design rights and patents.

The team has vast experience of drafting and negotiating licences and other IP documents such as assignments and franchise agreements.

■ Intellectual Property Office

(Stand 261)

The government agency responsible for promoting the importance and value of intellectual property in the UK, the IPO will be on hand to help visitors understand what IP they might have and how well it is protected.

It covers patents, trademarks, designs and copyright and also will be showcasing its IP Healthcheck online tool.

Coming
Soon To

NICK
Toons

Brand NEW
Animated Show



GORMITI

The Lords of Nature Return!

**CARTOON
SERIES**

26 x 30 minute episodes

**Airing This
October**

- * Currently the fastest growing boys brand without a TV series!
- * Over 100 million Gormiti figures sold
- * New Animated product range from Flair 2009
- * Cross category licensing programme 2010

For licensing opportunities contact Lisa Shapiro TLC
email lisa@thelicensingcompany.com

For advertising and sponsorship opportunities, please contact
Bobl Carley on 020 7478 5509

Flair



30 September - 1 October 2009 | The Grand Hall **Olympia** London

charity & heritage



Museums are currently a massive growth area in licensing, particularly as parents look for brands which are educational as well as fun for their kids...

■ Natural History Museum

(Stand 352)

One of London's main visitor attractions, the NHM currently welcomes four million visitors each year through its doors, while also attracting around ten million visitors online. Licensing is a key part of the Museum's strategy to promote and support and its work.

Indeed, 2008 was the most successful year ever for the NHM, with licensed income increasing by 30 per cent. In the past 12 months, six new licensees have been added to its portfolio, while current partners have also been expanding their ranges.

Wow Stuff now has 20 products bearing the NHM brand, while new licensee Brainstorm has developed a range of educational science toys and Creative Cake Company has been producing a Giganotosaurus cake.

As well as being a science centre, the Museum also boasts the largest collection of natural history art in the world and some of these images are being used on new home décor lines and apparel.

■ Historic Royal Palaces

(Stand 234)

An independent charity, Historic Royal Palaces looks after the Tower of London, Hampton Court Palace, the Banqueting House, Kensington Palace and Kew Palace.

This year it is celebrating the 500th anniversary of Henry VIII's accession to the throne. New licensed products inspired by this theme will include children's pyjamas and limited edition china and hand engraved glass among other items.

■ Royal Opera House

(Stand 602)

Another newcomer, the firm will be presenting its range of licensed dancewear, created through a collaboration between Freddy SpA and Royal Ballet dancers. The collection will be available at retail from the autumn.

Based in London's Covent Garden, the ROH sees over 300 performances on its main stage each year.

■ The Royal Horticultural Society

(Stand 603)

The Royal Horticultural Society has the world's leading collection of botanical art, holding over 22,000 original works. Its brands include the Chelsea Flower Show among others.

At over 200 years old, the society is looking for partners who can take inspiration from its artwork and create innovative products.

■ NMSI Trading

(Stand 365)

National Museum of Science and Industry Trading represents four UK heritage brands.

These include the Science Museum, National Railway Museum, Flying Scotsman and the National Media Museum.

Various new products will be showcased across the brands and NMSI will be encouraging visitors to explore its image archives.

■ V&A Enterprises

(Stand 110)

The world's greatest museum of art and design, the V&A boasts millions of artefacts including world class collections of glass, textiles, graphics, photography, jewellery and fashion.

New product being shown at Olympia includes a range of V&A Garthwaite garden tools from new licensee Slemcka, which launched nationwide in the autumn.

Homeware from Creative Topps and specially blended V&S fragrances from Berkeley Square Cosmetics Company will also be featured.

V&A is also looking to expand the brand further into interiors, homeware, stationery and gifts.

30 September - 1 October 2009 | The Grand Hall **Olympia** London

the licensing academy

Nearly 600 people attended the Academy in 2008 and this year's programme will again allow visitors the chance to get up to speed with the latest industry trends...



Wednesday September 30th

9.45am-10.30am

Digital strategies for licensed characters in an ever evolving world
Seminar led by Gary Pope, Managing Director, Kids Industries

11.00am-11.45am

Cross border licensing in Europe - managing local culture, retail and design considerations to ensure your property's success
Seminar leader: Marina Narishkin, Managing Director, Copyright Promotions France, with Martijn van der Erve, MD, Van der Erve NV

12.15pm-13.00pm

How to negotiate a better licensing contract
Seminar leader: John Burns, Partner, Halliwells

13.30pm-14.15pm

KEYNOTE: Bruno Schwobthaler, Senior Vice President, Sales & Business Development, Warner Bros Consumer Products EMEA

14.45pm-15.30pm

NPD special report on licensing

16.00pm-16.45pm

Trend Tracker - Licensing in a recession
Seminar lead by Louise French, Associate VP Marketing & Business Development, Beanstalk Group

Thursday October 1st

9.30am-10.15am

Breakfast seminar for independent retailers - how to start or build your licensed product offering to gain retail advantage

10.45am-11.30am

Royalties, pricing and financial know-how *Speaker TBC*

12.00pm-12.45pm

Keynote address from Astley Baker Davies' Phil Davies, and trends report from Showcomotion Children's Media Conference

13.15pm-14.00pm

Cross border licensing in Europe - managing the legal landscape
Seminar led by Christian Fortmann, European trademark attorney, 24IP Law Group

14.30pm-15.15pm

Gaming to win in licensing
Seminar led by Michael French, Editor in Chief, MCV Magazine

15.45pm-16.30pm

Creating the best products: taking licensed properties from screen to shelf
Seminar led by Oliver Dyer, MD, Skew Studio

the screening suite

This popular part of the event was introduced in 2006. Screenings run at the same times on both days of the event...

9.50am-10.35am

Sony Pictures (Stand 599)

On the showfloor, the company will be showing established classic brands such as *Ghostbusters*, as well as upcoming 2010 releases including the remake of *The Karate Kid* and action hero comedy *The Green Hornet*.

Retail opportunities for *The Spectacular Spider-man* animated series will also be presented and also expect teasers of *Spider-man 4*, which is due for release on May 6th 2011.

"Sony Pictures is very excited about Brand Licensing," said a spokesperson. "Each year, we see the show grow and become more important to our international licensing and promotions business. The show provides us the opportunity to connect with our licensing and promotional agents, licensees, promotional partners and retailers under one roof."

"The screenings/presentation suite also creates a great forum to highlight our upcoming titles and programmes."

11.00am-11.45am

20th Century Fox

(Stand 445)

The billion dollar *Ice Age* franchise boasts one of the studio's largest film merchandising programmes, with more than 200 global licensees including the likes of Activision, HarperCollins, Ferrero and Unilever.

James Cameron's epic action adventure *Avatar*, meanwhile, will be supported by a line from master toy partner Mattel, while Ubisoft will be releasing a video game to tie in with the movie opening in December.

Fox L&M also continues to build the *Alvin and The Chipmunks* programme, with *The Squeakquel* due to hit cinemas on Boxing Day.

Finally, in celebration of the 20th anniversary of *The Simpsons* - one of the most successful entertainment properties of all time - Fox is running the 'Best. 20 Years. Ever' campaign throughout 2009. The new Ladies of Springfield licensing programme will be a key focus at the show, as well as cult male favourite *Family Guy*.

Other properties on the stand will include *24*, *Halo* and *Garfield*.

12.10pm-12.55pm

Warner Bros Consumer Products (Stand 799)

WBCP arrives at Olympia still riding high on the incredible success of *Harry Potter* and *the Half-Blood Prince*.

On top of the massive selling Potter franchise, Warner will be showcasing DC Comics' plans for its 75th anniversary celebrations, plus Batman and the Cartoon Network series *Batman: The Brave and the Bold*.

Evergreens including Superman, Wonder Woman, Supergirl, Green Lantern and The Flash will also be highlighted, along with Looney Tunes, Scooby-Doo, Tweety and Tom & Jerry.

13.20pm-14.05pm

Lucasfilm/Paramount

(Stand 420)

Exhibiting on the showfloor as part of The Licensing Company's booth, there isn't a great deal of information available on what the two studios will be showing ahead of the event.

Lucasfilm will be presenting *Star Wars: The Clones* and its latest plans, while Paramount will be showing its back catalogue and some upcoming releases. It's pretty safe to assume these will include *Rango* which features the voice talent of Johnny Depp and is due in 2011.



14.30pm-15.15pm

Marvel Entertainment

(Stand 745)

Emphasis will be on the Avengers Assemble initiative on the main Marvel booth. This is a major licensing and merchandising campaign to support the studio's theatrical slate, including *Iron Man 2* (May 7th 2010), *Thor* (May 20th 2011), *Captain America* (July 22nd 2011) and *The Avengers* (May 4th 2012). Also expect teasers for *Spider-man 4*.

Also highlighted will be Super Hero Squad, plus retro artwork of key characters. Stark Industries will be on stand 455 and will be exclusively showcasing the *Iron Man* brand.





exhibitor list

Company Name	Stand	Company Name	Stand	Company Name	Stand	Company Name	Stand				
24IP Law Group	259			Lego Company	404						
4 Kids Entertainment Int	470			LEMA Publishing	835	S					
5 Seasons & Co	493			Lemon Ribbon	581	Sanrio License	150				
.....											
A		F		Leonard Smith	282	Santoro Licensing	298/395				
Aardman Animations	610	Fitzroy Media	304	License Global	823	Science Photo Library	580				
Alchemy	230	Five Dollar Shake	486	Licensing.biz	603	Smiley Company	335				
Al Jazeera Children's Channel & Baraem TV	545	Franklin Covey	250	Licensing Global Network	820	Softies & Cuties - Panighini	491				
Allsorts Licensing	450	Fulanitos	600	Licensing Management International	235	Sony Pictures Entertainment	599				
Amelia Renfrew	593	Fun Crew	582	Licensing Sourcebook	850	Stark Industries	455				
Ann Edwards	292	Funshine Productions	288	LIMA UK	160	Start Licensing	350				
Annie Phillips	485									
Art Ask Agency	710	G		Lo Coco Licensing	490	Stephanie Dymont Design Company	592				
Artisan Licensing	587	Gidget Worldwide	515	Ludorum	640	Synthesis Design and Manufacture	591				
Atlantya	246	Golden Goose	370	Lunartics	280					
.....											
B		Goochi Coo	290	M		T					
Bang On The Door	360	Guide to the Licensing World	115	Manchester United Merchandising	504	Taipei Computer Association	263				
BBC Worldwide Licensing	530									
Bear League	780	H		Marilyn Robertson	685	Target Entertainment Group	550				
Berni Parker Designs	680	Halliwells	264	Marvel Entertainment International	455	The Beanstalk Group	525				
Beverley Hills Polo Club Int	860	Hari Books	498	Mary Evans Picture Library	585	The Bridgeman Art Library	590				
Big Bocca Productions	320	Hip Designs	670	Mattel Brands Consumer Products	399	The Comic Stripper	398				
BRB Internacional	349	Historic Royal Palaces Enterprises	234	Mediatoon Licensing	681	The Licensing Company	420				
Bright Group	495	HIT Entertainment	425	Meiklejohn Graphics MGL	592	The Natural History Museum	352				
Bright Ideas Design Company	830	Hong Kong Trade Development Council	220	MindSpark Interactive Network, Inc.	568	The Partnership	400				
Bruno Productions	669	House and Home	693	Mondo TV	424	The Royal Opera House	602				
Bulldog Licensing	565									
.....											
C		I		N		The Salon	840				
Carte Blanche Greetings	650	Ignition Licensing	130	NBA Europe	708	The Toy Store	299				
Cathay Creative Co	454	I Love DIY	198	Nelvana Enterprises	548	The UK Intellectual Property Office	261				
Celebrities Entertainment	500	Imagine 8	300	Nickelodeon & Viacom Consumer Products	499	Tiny Idols	215				
Chapman Entertainment	560	Interactive Game Zone	120	Nigel Quiney Publications	385	Toei Animation	750				
Characteristix	249	Intercontinental Licensing	483	NMSI Trading	603	Tosh Licensing	790				
Charlie Chaplin	588	IONA Design Limited	392	NPD	773	Total Licensing	302				
Chorion	540	ITV Global Entertainment	430							
Classic Media	440									
Coolabi	505	J		P		ToyNews	603				
.....											
D		Jane Evans Licensing Consultant	510	Palanchowk Handicraft & Sales	497	Turner CN Enterprises	460				
DCD Publishing	785	JAST Company	715	Panini Licensing	760	TV Loonland UK	205				
Detonator Licensing	375	J.P. Flag Co	345	(t/a The Licensing Machine)	760	Twentieth Century Fox Licensing	445				
Dimensional Entertainment	496	John Faulkner Design	295	Paper Island Licensing	604					
Rachael Hale Photography (t/a Dissero Brands)	340	John Wiley & Son	620	Peapots	388	U					
Dorna Sports	330									
DRI Licensing	310	K		Performance Brands	630	Ubisoft Entertainment	325				
.....											
E		Kamhi World	592	Pimra	267					
E1 Entertainment	240	Kanban Card and Paper & Loralie Designs	480	Plus Licens AB	589	V					
Eaglecrown Productions	233	Kangaroo Island	219	PPC Enterprises	740	Vicki Thomas Associates	380				
Edebé Audiovisual Licensing	752	Kate Knight	581	Premium Factory	359	Victoria and Albert Museum (V&A)	110				
Europacorp	405	Kazachok	770	Giochi Preziosi S.p.a.	410	Vipo Land	625				
.....											
F		King Italy srl	255	Promotions and Incentives	682	VIZ Media Europe	762				
		Kocca Europe	415							
										
		L		R		Vooz Co.	210				
		Last Lemon Productions	245	Rainbow SPA	570	W					
		LazyTown Entertainment	570	RDF Rights	730	Walker Books	622				
										
				Red Kite Animation Ltd	755	Warner Bros. Consumer Products	799				
				Renault Merchandising	660	Wizbit	671				
				Rocket Licensing	604					
				Royal Air Force	775	Y					
				Royal Navy	778	Yvette Jordan	382				
				Royal Horticultural Society	372					

Reinventing the classics
of yesterday and creating
the classics of tomorrow...



ClassicMedia™

Postman
Pat
SPECIAL DELIVERY SERVICE



Guess with
Jess

Launching
on
CBeebies
Q4 2009



**CASPER'S
SCARE SCHOOL**



Brand new CGI series, scheduled
daily on Boomerang!

Exciting licensing opportunities
from Classic Media

Visit us at stand 440
For appointments please contact
licensing@classicmedia.tv

**Tinga
Tinga
Tales**



Launching
on
CBeebies
Q1 2010

www.classicmedia.tv