



Leading Licensing Companies

By **Dawn Wilensky**

A combination of new and evergreen properties/brands drove 2006 worldwide retail sales of licensed merchandise.

Over the last five years, we have made strategic changes to our Leading Licensors list to ensure up-to-date, accurate worldwide retail sales estimates. This year, we made yet another change. As the line between licensor and licensing agent continues to blur—with many licensors taking on the task of representing properties/brands outside of their portfolio, and many traditional licensing agents being charged with fueling power for the brands/properties they represent—we have widened our list to include overall retail sales figures for licensing agents. As a result, we have changed this feature's name from “Leading Licensors” to “Leading Licensing Companies” to better reflect the power of the licensing business.

As for this year's list, which reflects 2006 worldwide retail sales of licensed merchandise, No. 1 Disney recorded a \$2 billion increase in retail sales fueled, in part, by consumer demand for all things *Pirates of the Caribbean*, *High School Musical*, *Cars*, and Disney Princess. Sanrio also saw a significant uptick in sales, rising from \$4.2 billion in 2005 to \$5.2 billion in 2006. Phillips-Van Heusen makes its debut on the list at No. 2 with \$6.7 billion in sales driven by proprietary brands Van Heusen, Arrow, Izod, Bass, and Calvin Klein.

Other newcomers include: Carte Blanche Greetings (\$700 million); Sean John (\$450 million); Taffy Entertainment (\$98 million); Bang on the Door (\$77 million); Just Born, Inc. (\$33 million), and Jetix Consumer Products (\$29.1 million). Tommy Bahama (\$220 million) returns to the list after a brief hiatus.

To be included on *License! Global's* Leading Licensing Companies list, companies had to provide 2006 retail sales figures, licensing contact information, and initiatives for 2007. Companies that share the same sales figure are listed alphabetically with a separate ranking.

1 Disney Consumer Products **\$23 B**

Andy Mooney, Chairman, 818.544.0003

Continuing its ascent in the 'tween market, DCP will reach this coveted demographic in 2007 through expanded merchandise programs inspired by *Hannah Montana*, *High School Musical*, *That's So Raven*, and *The Cheetah Girls*. In preschool, the success of *Mickey Mouse Clubhouse* and *Little Einsteins* inspired an

■ assortment of interactive toys and playsets, with apparel and home décor launching soon. Other initiatives: Products for My Friends Tigger & Pooh debuting on Disney Channel's Playhouse Disney in spring; Disney Princess (*Enchanted Tales* DVD); Disney Fairies (publishing, toys, and consumer electronics); *Pirates of the Caribbean 3* products; merchandise for Disney/Pixar film *Ratatouille*; and Supercharged-themed toy line for Disney/Pixar's *Cars*.

2 Phillips-Van Heusen \$6.7 B

Kenneth L. Wyse, President, Licensing & Public Relations, 212.381.3628

The company will continue the global reach of heritage brands Van Heusen, Arrow, Izod, and Bass through the consolidation of international business. Van Heusen will make inroads in China with a men's furnishings line; the first Van Heusen store opened in Central America. Izod stores are planned for Macao, Thailand, and Hong Kong. For Bass, Harbor Footwear steps up with a line due in June 2007. The Calvin Klein business continues to expand globally with freestanding stores and a strong fragrance, jeans, underwear, and apparel business.

3 Warner Bros. Consumer Products \$6 B

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

Global licensing programs are supporting theatrical releases such as this summer's *Harry Potter and the Order of the Phoenix*, and the newest Batman installment, *The Dark Knight*, coming next year, plus *Speed Racer* and *Where The Wild Things Are*. The Tweety Designed by Nicky Hilton apparel and accessories collection premieres at pop-up shops in Los Angeles and South Beach. Look for an Alexandre Herchovitch design partnership in Brazil and a "Just Tweety" fashion store in Singapore. WBCP continues its growing representation of the licensing and retail interest of international football teams (e.g., FC Barcelona, Juventus FC, Manchester United) and top competitions through a key UEFA partnership (Champions League, Euro 2008). Additionally, WBCP opened a stand-alone studio and specialty stores in cities such as Macau, Beijing, Shanghai, Singapore, and Jakarta.

4 Nickelodeon & Viacom Consumer Products \$5.3 B

Leigh Anne Brodsky, President, 212.846.7066

Dora the Explorer is coming to more product categories and price points, ranging from healthy snacks to skis. *Go, Diego, Go!* products were launched in 2006 and will expand to all categories in 2007. *The Backyardigans* will sing and dance their way into new themed products across all categories. Other key preschool properties include Blue's Clues and the soon-to-be launched Wonder Pets! For older kids, *Avatar* is slated to become a live-action feature film in 2009. Nick icon *SpongeBob SquarePants* gets ready to visit Atlantis SquarePantis in 2007. Coming soon to licensing is 'tween hit, *The Naked Brothers Band*. NVCP also takes the lead on Comedy Central programs including *South Park* and *Mind of Mencia*.

5 Sanrio \$5.2 B

Bruce Giuliano, SVP, Licensing, 310.523.1705

Sanrio recently announced a partnership with Cherry Lane Music Group, home to the catalogs of the Black Eyed Peas, Elvis Presley, John Denver, and John Legend, to create and produce original music for Hello Kitty and other character brands under the Sanrio umbrella. The lifestyle brand will relaunch its sanrio.com Website in the spring. In 2007, Sanrio also will expand its retail presence at better department and specialty stores.

6 Marvel Entertainment, Inc. \$4.8 B (est.)

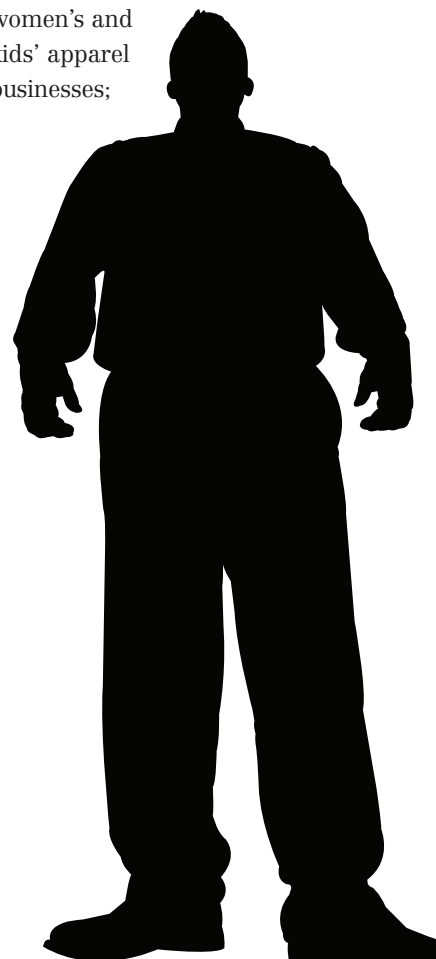
Paul Gitter, SVP, Consumer Products, North America, 212.576.4026; Simon Philips, President, Marvel International, +440-2070310428

Theatrical properties are key and include *Spider-Man 3* (May '07, Sony), *Fantastic Four 2* (June '07, Fox), *Iron Man* (May '08, Marvel Studios), and *The Incredible Hulk* (June '08, Marvel Studios). Additionally, in 2007 and beyond, Lions Gate Entertainment will release original full-length, direct-to-DVD animated features based on Iron Man, Doctor Strange, and other characters in the Marvel library. There is continued focus on Marvel's classic character licensing business and further emphasis on its brand segmentation strategy for Marvel Heroes, Marvel Juniors, and Spider-Man & Friends.

7 Major League Baseball \$4.7 B

Howard Smith, SVP, Licensing; (212) 931-7900; Steve Armus, Vice President, Soft Goods; Colin Hagen, Vice President, Hard Goods

MLB will continue to integrate the video game business with Take Two Interactive in conjunction with its 30 Clubs and sponsors. Other initiatives: enhance and support the new baseball card model through a national marketing campaign; launch new MLB Authentic Collection performance-based products; market to fans through the Access to the Show marketing program; focus on the fast-growing women's and kids' apparel businesses;



continue coverage of celebrity launch TOUCH by Alyssa Milano; and develop the back-to-school, home, and baby businesses while also expanding the memorabilia category through growth and awareness of the MLB Authentication program.

8 The Collegiate Licensing Company \$3.5 B (est.)

Kit Walsh, SVP, Marketing, 770.956.0520

Channel expansion will be important as the agency representing more than 200 properties—including universities, bowl games, and athletic conferences—makes inroads into nontraditional retail chains. It will continue to develop and promote internal brand initiatives such as College Colors Day and the College Vault programs. CLC remains committed to maximizing growth in product categories such as performance apparel, headwear, video games, home furnishings, golf, and fashion apparel through the College Vault program.

9 LMCA (Leveraged Marketing Corporation of America) \$3.5 B

Allan Feldman, CEO, 212.265.7474; Philip Raia, EVP, 212.265.7474

LMCA specializes in building brand extension licensing programs. Clients are largely major domestic and multinational consumer and commercial organizations including American Dental Association, Arm & Hammer, Black Flag, Eastman Kodak, Eddie Bauer, Frigidaire, Honeywell, Mack Truck, Melitta, Mensa, Mobil, Mott's, Playtex, Roto-Rooter, Samsonite, Singer, The "21" Club, United Airlines, Winchester, and Westinghouse. The firm is 22 years old and has engineered more than 200 license agreements. LMCA's work ranges from program conceptualization through full development and implementation. The firm has offices in New York, Atlanta, St. Louis, and Shanghai, and has international experience in more than 160 foreign countries.

10 National Football League \$3.2 B

Lisa P. Baird, SVP, Consumer Products, Marketing, 212.450.2000; Gene Goldberg, VP, Product Innovation and Business Development; Susan Rothman, VP, Apparel and Sideline; Leo Kane, Sr. Director, Consumer Products, Hardlines

The video game category will drive the business with continued share growth of established titles and games reaching new segments. Steady growth of the core apparel business, particularly key segments such as performance, women's and children's, and international markets will be important for 2007 as will lifestyle products such as games and toys, home goods, game day entertainment, the DVD business, and new properties.

11 National Basketball Association \$3 B

Sal LaRocca, EVP, Global Merchandising, 212.407.8000

A global partnership with adidas, as official outfitter for the NBA, WNBA, and NBA D-League, led to increased sales of apparel and footwear and to the activation of a record number of retail partner promotions and campaigns for this season. The launch of the adidas Originals NBA Superstars Collection in December 2006 was the most successful footwear launch in the history of the NBA Store.

Additionally, the fourth quarter was the strongest in the store's history. Categories of focus: video games, apparel, footwear, sporting goods, and trading cards. International business accounts for 25 percent of overall sales, with 50 percent growth expected in China this season. The NBAStore.com now offers a European-specific store and stores in Spanish, Chinese, and Japanese languages.

12 The Beanstalk Group \$2.76 B (est.)

Michael Stone, President and CEO, The Beanstalk Group (212) 421-6060

The Beanstalk Group develops and manages licensing programs for clients such as The Ford Motor Company, Harley-Davidson, The Stanley Works, Mary-Kate and Ashley, The Andy Warhol Foundation, and Purina. The mary-kateandashley brand launched a comprehensive fashion accessories and health

and beauty program at Claire's in the U.S. and Europe. The Harley-Davidson licensing program expanded into the UK with its Youth Home Furnishing program comprising bedding and home décor products. In 2007, The Beanstalk Group will commemorate the 50th anniversary of Dr. Seuss' famous books, "The Cat in the Hat" and "How the Grinch Stole Christmas," through a broad range of licensed products in Europe. This year, Beanstalk will launch a pet accessories line. In addition, Salma Hayek will develop a line of health and beauty products targeted at a Hispanic audience.

13 Westinghouse \$2.5 B (est.)

Allan Feldman, CEO, LMCA, 212.265.7474

The brand is focused on key consumer and commercial categories, which include: LCD TVs and monitors, laptop computers, lightbulbs, consumer and B:B lighting, solar outdoor lighting, ceiling fans, small kitchen appliances, air care, heating/cooling, garage door openers, intercoms, and electrical and computer accessories.

14 United Media \$2.4 B

Joshua Kisilevitz, SVP, Domestic Licensing, 212.293.8522; Rita Rubin, SVP, International Licensing, 212.293.8521

As newly appointed agency for Bug Rangers, Fancy Nancy, and Los Kitos, UM will spearhead licensing programs tailored for each brand. An infant program for Mary Engelbreit Baby is

planned for fall 2007 at a major department store retailer, while major drugstore chains will host photo promotions for Precious Moments. A new look was developed for Raggedy Ann and new partners signed on for children's furniture and gift baskets. Continuing to build momentum for merchandise and promotions targeted to Hispanics in the U.S. for Televisa's sitcom, *El Chavo*, a new animated series premiered in Mexico and Latin America in fall '06 with a U.S. launch anticipated. Capitalizing on the success of the Charlie Brown Cafés in Hong Kong, a new Charlie Brown merchandising program in China is underway.

15 HIT Entertainment Ltd. \$2.3 B

Jamie Cygielman, SVP, Consumer Products, 212.463.9623

Thomas & Friends takes center stage with ThemeSTAR in its first live international touring stage show, *Thomas & Friends Live on Stage*. The property also will be featured in themed rides in several Six Flags amusement parks, roll out its 12th grassroots Day Out With Thomas tour, and star in Screenlife's first *Thomas & Friends* DVD Bingo Game. *Barney* celebrates his 20th anniversary this year with new episodes and DVDs and the first comprehensive master toy program in the brand's history from Jakks Pacific. *Bob the Builder* introduces new TV episodes, as well as toys from Learning Curve. The property

will be featured at children's museums across the country in a multimedia *Bob the Builder - Project: Build It* traveling exhibit. Angelina Ballerina dances onto shelves with a new DVD and more than 15 books in 2007.

16 MGA Entertainment \$2.3 B (est.)

Janet Han, SVP, Licensing, 818.221.4410; Marcy George, VP, Licensing, 818.221.4372

Bratz: The Movie marks its first theatrical live-action release in August 2007. A Lil Bratz Couture line hits department stores in spring 2007. The Bratz Babyz and Bratz Kidz come to life in new DVD releases from Lionsgate Home Entertainment in '07. Yummi-land launches a licensing program for fall '07 in apparel, sleepwear, accessories, domestics, publishing, stationery, bakery, and more. German large doll manufacturer Zapf Creations extends the world of nurturing play worldwide. Little Tikes takes an active, hands-on-play approach with product, licensing, entertainment, and a new TV advertising campaign.

17 Mattel Brands Consumer Products \$2.2 B

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

This year, Barbie builds on its entertainment success (37 million units sold worldwide) with two new made-for-DVD releases and a suite of coordinating toys and lifestyle products. Also this year, the Barbie Luxe adult business expands globally with Barbie Loves MoAOC. Barbie teams up with Emerson to offer a full line of Barbie Real Electronics. Hot Wheels plans to launch programs with adidas footwear, Procter & Gamble, and PPG Industries. In 2007, Fisher-Price grows its softlines offerings with new apparel, accessories, home furnishings, and personal care.

18 NASCAR \$2.1 B

Mark Dyer, VP, Licensing & Consumer Products, 704.348.9600

The third year of the Chase for NASCAR Nextel Cup began without longtime competitors Rusty

Wallace and Ricky Rudd and ended with Jimmie Johnson capturing his first Cup title. In 2007, a new television rights contract brings ABC and ESPN back into the fold. Add in the Car of Tomorrow and Formula One star Juan Pablo Montoya, and 2007 has the potential to be NASCAR's biggest year ever. In addition to international licensing, areas of focus include food, publishing, and youth initiatives.

19 The Licensing Company, Inc. (TLC) \$1.8 B

Risa Turken, Managing Director, 212.413.0880

This global licensing agency with offices in New York, London, Tokyo, and Paris creates strategic brand extension programs for some of the world's top brands. Key global initiatives for 2007 include Michelin partnerships with leading sporting goods companies leveraging Michelin's intellectual property in rubber and grips; the expansion of automotive accessories into China and Eastern Europe; launching the *Cosmopolitan* magazine licensing program into Japan and Korea; and launching the Umbro soccer brand into fashion and lifestyle accessories globally. In the U.S., TLC aims to launch premium spirit brand extensions, including Courvoisier men's fragrance at high-end department stores and Jim Beam farm-fresh meats. Jelly Belly will launch an extensive product line, including apparel, food and beverages, puzzles and games, personal fragrances, and stationery.

20 20th Century Fox Licensing & Merchandising \$1.65 B

Elie Dekel, EVP, Licensing & Merchandising, 310.369.2207

Billion-dollar franchise *The Simpsons* celebrates its 400th episode this May. In addition to a diverse retail product line, The Simpsons' first feature film will release July 27. In support of the *Borat* film and DVD, Fox L&M will grow its current product lineup, which currently consists of apparel and novelty items. The company also will develop a licensing and merchandising program to support its CGI feature film, *Space Chimps*, scheduled for July 2008. Finally, Fox L&M is creating a targeted licensing and merchandising campaign to support its fledgling Fox Sports brand.

21 Lucas Licensing \$1.5 B

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

With strong momentum from the release of *Star Wars Episode III: Revenge of the Sith* in 2005, Star Wars again was the No. 1 licensed toy property in 2006. This year marks the 30th anniversary of the Star Wars brand with commemorative events planned throughout the year, as well as a line of collector products. The first epic next-generation video game from Lucasarts—*Star Wars: The Force Unleashed*—will debut in November 2007. The next installment of the Indiana Jones franchise will hit theaters in summer 2008. Lucasfilm also will introduce a new Star Wars 3-D animated television series in fall 2008.

22 Universal Studios Consumer Products Group \$1.5 B

Cindy Chang, VP, Global Business Development, 818.777.2067; Debbie Luner, VP, Global Marketing and Brand Management, 818.777.3188

The *Curious George* television series swings into a second season on PBS KIDS in fall 2007. *The Land Before Time* debuted on Cartoon Network in March with a new licensing program targeting the mass market. Additionally, Universal will turn its attention to two new properties: *The Tale of Despereaux*, a CGI-animated adventure based on the book by author Kate DiCamillo, which is planned as the studio's 2008 holiday tentpole release; and *Coraline*, a ghost story for kids based on the Neil Gaiman novel. The group will expand its licensing programs for *Battlestar Galactica* and *The Office*, while creating a new program based on TV show *Heroes*.

23 Ford Motor Company \$1.45 B

John Nens, Director, Global Brand Licensing, 313.248.6994

Ford Motor Company—along with its worldwide licensing agency, The Beanstalk Group—manages more than 300 licensees across all Ford Motor Company vehicle brands. In 2007, the licensing program for brands such as Mustang, Ford Trucks, Ford Blue Oval, Ford Vintage Vehicles, Ford Racing, Lincoln, and Mercury will expand into new categories including loungewear, bedding, and fragrance, and will incorporate new artwork that leverages Ford's iconic brands. Ford's premier brands—Land Rover, Volvo, and Jaguar, whose programs are managed by The Beanstalk Group UK—continue to leverage their appeal in the luxury market.

24 Sesame Workshop \$1.35 B (est.)

Maura Regan, VP, General Manager, Global Licensing, 212.875.6416

The year kicks off with the introduction of *Sesame Street*'s newest

resident—the first female Muppet to join the series in more than 13 years. Abby Cadabby is an inquisitive 3-year-old fairy-in-training. In addition to plush, DVDs, books, and apparel, look for Abby at Sesame Place (*Sesame Street*'s theme park) and Sesame Street Live. Sesame Workshop also will continue to grow its Healthy Habits for Life program, recently launching in Mexico, Canada, and Australia; expand *Sesame Street*'s reach with local co-productions in India and Indonesia; and encourage literacy and interactive gameplay through Pinky Dinky Doo.

25 Pokémon USA, Inc. \$1.3 B

Holly Rawlinson, VP, Licensing & Entertainment; Nicole Piper, Sr. Director, Licensing; Caryl Liebmann, Director, Retail Development and Promotions, 212.765.6000

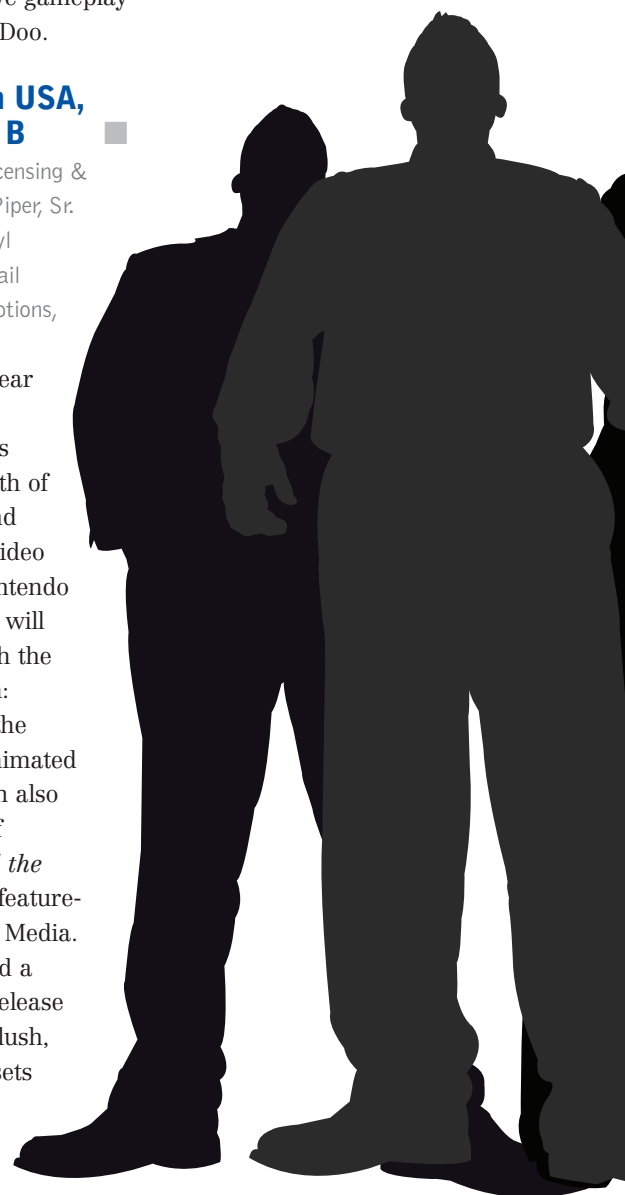
This is a significant year for Pokémon with Nintendo of America's U.S. release this month of the Pokémon Diamond and Pokémon Pearl video games for play on Nintendo DS. Cartoon Network will follow up in June with the premiere of Pokémon: Diamond and Pearl, the 10th season of the animated TV series. This month also will see the release of *Pokémon Ranger and the Temple of the Sea*, a feature-length DVD from VIZ Media. Jakks Pacific launched a major Pokémon toy release with action figures, plush, electronics, and playsets

based on more than 40 new characters; back-to-school will usher in a new line. The first Pokémon video game for the Nintendo Wii will launch later this year.

26 Sunkist Growers, Inc. \$1.3 B

Robert Verloop, VP, Global Marketing and Licensing, 818.379.7574

The company is focusing its efforts on the food and beverage industry in North America and Asia this year, with some diversion in apparel.



27 The Copyrights Group \$1.25 B

Nicholas Durbridge, Chairman and CEO, +44 1295 672050

The Copyrights Group has driven growth through development of the *Marie Claire* and *Rough Guides* brands. Licensing for *Paddington Bear* is set to increase leading up to his 50th birthday in 2008. The Copyrights Group has enjoyed success with *Jacqueline Wilson* ranges in Marks & Spencer (UK) and a dedicated range of *Marie Claire* lifestyle merchandise in Myer (Australia). Successful promotions in Barnes & Noble (U.S.) for *Violent Veg* and *Peter*

Rabbit saw continued expansion in this market. The *Flower Fairies'* book, "*Fairyopolis*," has enhanced *Flower Fairies* licensing in North America.

28 The Joester Loria Group \$1.2 B

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

The Joester Loria Group's client list includes *Care Bears*, *Jeep*, *Chrysler*, *Pepsi*, *Mountain Dew*, *Aquafina*, *Entenmann's*, *Zippo*, and *Baby Genius*. Key initiatives in 2007: Launch of *Baby Genius* toys at *K•B Toys* and other leading retailers; introduction of *Aquafina* health and beauty care; launch of new *Jeep* product and expansion of retail stores; *Care Bears* 25th anniversary campaign and introduction of new look bears and new entertainment to support merchandising; introduction of *Entenmann's* food brand extensions, and launch of *Dew Dorm* room décor from *Mountain Dew*.

29 Liz Claiborne \$1.2 B (est.)

Barbara J. Friedman, President, Licensing 212.626.3462

LCI Licensing, Inc., represents the portfolio of brands for the \$4.85 billion corporation with 65 licensees, domestically and internationally, covering 35 product categories. Most recent deals: *Juicy Couture Baby* (Tawil); *Liz Claiborne Home Rugs* (Nourison); *Liz Claiborne Legwear* (Legxus Int'l.); *Ellen Tracy* footwear (Modern Shoe Company, LLC); *Dana Buchman* Eyewear (Kenmark Group);

Enyce handbags, belts, and jewelry (Aimee Lynn, Inc.); and *Enyce* footwear and accessories (Gina Group).

30 Peanuts \$1.2 B

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

New and classic *Peanuts* television specials continue to air regularly on ABC throughout the year. *Sababa* will relaunch the top-selling *Snoopy Sno Cone* machine this spring with two new designs. In Eastern Europe, publishing deals were brought in for Poland and Greece, with product set to roll out this spring. A new *Charlie Brown* merchandising program in China is underway. In Japan, *Lalaport* will open the 14th *Snoopy Town Shop* in Yokohama.

31 Perry Ellis International, Inc. \$1.2 B

Chris Nakatani, Corporate EVP, Strategic Planning and Business Development (and acting President of Licensing), 212.536-5450; Maria Folyk-Kushneir, VP, Licensing, Perry Ellis and Original Penguin brands, 212.536.5718; Alberto Maduro, VP, Licensing, All Brands-Latin America and Sports Brands-Worldwide, 305.418.1331; Barbara Hainline, Director, Licensing, Gotcha/MCD/Girlstar, and Redsand, 949.417.0248 x7026; Fiona Wallace, Managing Director, Licensing, All Brands-Europe, +353(0)1 477 3212

On the domestic front, after a

transitional year, *Perry Ellis International* acquired brands with strong potential for licensing revenues for fiscal year 2008 and beyond. *Perry Ellis International* continues to increase the penetration of its current brands through category expansion in under-penetrated areas (e.g., footwear). Overseas, *Perry Ellis International* continues its European expansion with *Original Penguin*, while negotiating new agreements for the rapidly growing Asian market.

32 DaimlerChrysler \$1 B

Debra Joester, President, The Joester Loria Group, 212.683.5150; Ramez Toubassy, SVP, Business Development, Brand Sense Partners, 310.867.7209

The *Jeep* licensing program grew more than 10 percent in 2006, surpassing \$500 million in global sales. New initiatives included pet gear, tools and automotive products, expansion of juvenile products, children's and women's apparel, and safety/work products. *Chrysler* had another year of significant growth, topping 2005 by 11 percent. *Chrysler* international business picked up with the success of bikes in Europe, launch of lifestyle products in Asia, and global sales of *Chrysler 300C* toys. The *Dodge* program, handled by *Brand Sense Partners*, continued to grow its retail sales from \$450 million to approximately \$500 million. 2007 is expected to be a banner year for new lifestyle categories for the *Dodge* brand.



The all-new Caravan will catalyze growth of the family category of products.

33 Sony Pictures Consumer Products \$1 B

Juli Boylan, SVP, Sony Pictures Consumer Products, 310.244.4155

For 2007, Sony Pictures Consumer Products will focus on Sony Pictures Animation's release, *Surf's Up*, scheduled for release June 8. *Surf's Up* goes behind the scenes of the high-octane world of competitive

penguin surfing. In addition, PBS KIDS preschool series *It's a Big, Big World* will be a major initiative. SPCP also will handle the promotional and retail efforts to support the May 4 release of Columbia Pictures' *Spider-Man 3*.

34 The Coleman Co. \$901 M

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

A three-pronged strategy is at play as the company looks to grow organically by investing in those categories and segments that it is known for and has strength in. Also key is to identify segments adjacent to these areas and either develop the means to enter the segments or acquire the expertise. If Coleman cannot develop product for entry, and if an acquisition is not practical, the company will seek licensing opportunities within the category.

35 The Coca-Cola Co. \$900 M (est.)

Cindy Birdsong, VP, Worldwide Licensing and Retail Ops, 404.676.4056; Patrick Kells, Worldwide Licensing Commercialization Director, 404.676.2697

Coca-Cola merchandise will continue to appeal to a broad range of consumers but with an emphasis on products that represent a shared aspirational lifestyle and a focus on design and storytelling. The company's new merchandise vision will be represented in World of Coca-Cola, a

retail store due May '07 in Atlanta. Other initiatives: new designs and packaging for merchandise to improve shelf presence, update the look, incorporate space for storytelling, and improve consistency. The new packaging launch also will incorporate sustainable processes and materials. The company's relaunched retail Website, www.coca-colastore.com, will see international expansion.

36 4Kids Entertainment \$800 M

Alfred R. Kahn, Chairman and CEO, 212.758.7666

In 2006, 4Kids launched TC Digital Games, LLC, a 4Kids affiliate that will sell trading cards. The company's first product is trading card game Chaotic (due in spring). The *Chaotic* animated TV series debuted recently on 4Kids TV on Fox. In fall 2006, 4Kids launched its first property under its alliance with Microsoft, *Viva Piñata*, with a video game and CG animated TV series. A full licensing program for *Viva Piñata* debuts in fall with products from American Greetings and Playmates Toys. Master toy licensee Playmates supported the March release of feature film *TMNT* from Warner Brothers. Through its 4Sight Licensing subsidiary, 4Kids represents Microsoft Xbox, The American Kennel Club, Cat Fanciers Association, and the Royal Air Force.

37 Brand Sense Partners LLC \$750 M

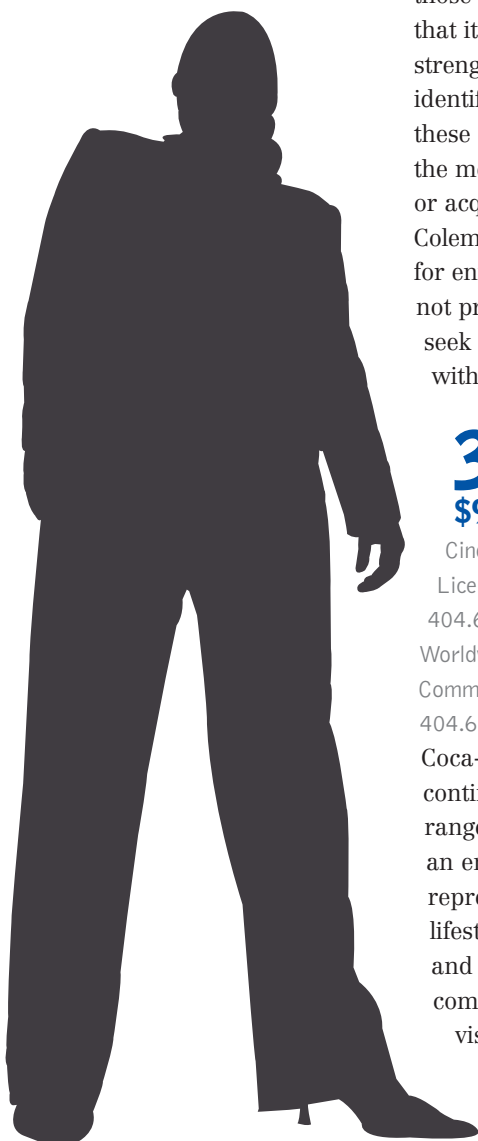
Robert Hollander, President, 310.867.7210; Ramez Toubassy, SVP, Business Development, 310.867.7209

Brand Sense Partners' clients include Dodge, Britney Spears, Armor All, STP, Kingsford, Electronic Arts, Elizabeth Arden, MGM, Hamilton Beach/Proctor-Silex, The American Museum of Natural History, Halle Berry, Sheryl Crow, and Chuck Norris. In 2006, Brand Sense partnered with the William Morris Agency to assist clients in further developing their brands and business endeavors. Other key 2006 initiatives include: Dodge towable RV, Armor All car-care products, Elizabeth Arden bedding, and Kingsford utility lighters.

38 DIC Entertainment \$750 M (est.)

Nancy Fowler, Head, Global Sales; Juanita Palomino, VP, Domestic Licensing; Ryan Gagerman, VP, International, DIC Consumer Products, 818.955.5400

For Strawberry Shortcake, Playmates will expand its toy line at retail; Fox Home Entertainment will release four more DVDs; and a feature film is in development as is a national fast-food promotion. DIC and partners will unveil a merchandise line for Horseland. DIC also will expand the Vintage McDonald's program into mass retail this year with new apparel designs and novelty items. This year, a major network movie musical starring Slumber



Party Girls-SPG will premiere, and a merchandise program will follow in 2008. Tween brand Cake will see do-it-yourself craft products from Horizon Group for the specialty market followed by a mass retail program. On the international front, the company acquired European licensing agency Copyright Promotions.

39 Frigidaire \$750 M (est.)

Philip Raia, EVP, LMCA,
212.265.7474

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

40 Phat Fashions \$750 M

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

Phat Fashions has signed commitments for the opening of 65 freestanding flagship stores between Europe, the Middle East, China, Korea, and Mexico. The company also plans to roll out a substantial number of freestanding flagship stores in the U.S. This year will see the arrival of new brand extensions including Phat Farm XV, in celebration of its 15th anniversary, and a new Phat Fashions young men's collection. Russell Simmons Argyleculture hails the arrival of a higher-end men's collection, while KLS by Kimora Lee Simmons will introduce a more sophisticated and advanced women's collection.

41 American Greetings Properties \$700 M (est.)

Tamra Knepper, SVP, Consumer Products, 212.386.7337; Betts FitzGerald, VP, Outbound Licensing, 212.386.7343

In 2007, Care Bears celebrates its 25th anniversary with a float in the Macy's Thanksgiving Day Parade, a new look across numerous key product introductions, and a theatrical release featuring the newest Care Bear, Oopsy Bear. Strawberry Shortcake has four DVD launches in 2007, plus a toy line and McDonald's Happy Meal holiday promotion. Holly Hobbie & Friends continues strong with new product introductions and two direct-to-DVD specials, along with television broadcasts on Nickelodeon and a Website at hollyhobbie.com. Classic '80s brands Popples and Madballs will relaunch in fall 2007 with master toy partners. Pretty Freekin' Scary launches with more than 20 skus at Hot Topic and a social expressions line at Wal-Mart.

42 Carte Blanche Greetings Ltd. \$700 M

Richard Edmondson, Commercial Director +44 1243 792510; Emma Pethybridge, Licensing Executive, +44 1243 792558

The company will continue to develop the international expansion of the Me to You brand through its "best-in-class" strategy. Also important is targeting licensing agreements with either retailers or manufacturers.

43 Everlast Worldwide \$700 M

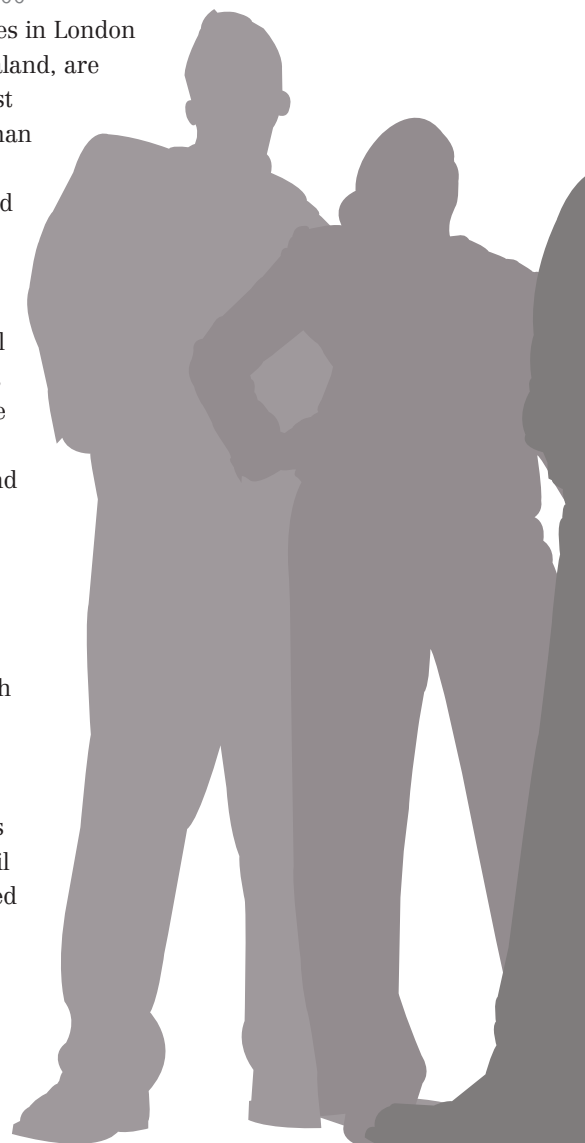
Hal Worsham, SVP, Global Licensing, 212.239.0990 x211; Robin Horowitz, 212.239.0990 x220, and Anna Soler, 212.239.0990 x214, both Director, Global Licensing Territory

The company will focus on Everlast performance, training, and lifestyle footwear in the U.S., working closely with newly signed licensees and other initiatives with prospective licensees to enhance the existing active footwear brand to become a major player in the market.

44 Playboy Enterprises, Inc. \$700 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, both VP, Licensing, 212.261.5000

New Playboy retail stores in London and Auckland, New Zealand, are slated for 2007. The first Playboy Club in more than 25 years opened at the Palms Casino Resort and Spa as part of a licensing deal with the resort and the N9NE Group. Playboy also will launch Rock the Rabbit, in which 20 bands were asked to take the iconic Playboy Rabbit Head and archival images and design T-shirts inspired by their own personal style and sensibility. Playboy will auction off the original T-shirts with proceeds going to LIFEbeat: The Music Industry Fights AIDS. Rock the Rabbit T-shirts will be available at retail alongside a rock-inspired Playboy fashion line.



45 MODA International Marketing, Inc. \$654 M (est.)

Michelle Alfandari, President,
MODA International Marketing, Inc.,
212.687.7640

MODA International Marketing, Inc.'s diverse client list includes *The New York Times*; Champion Athleticwear (Hanesbrands Inc.); Champion Europe; Coty, Inc.; Trader Vic's (NUBECO Corporation); LYCRA (Invista); Bollé, Bushnell, and Tasco (Bushnell Outdoor Products); The National Trust for Historic Preservation; and Unipal Corrugated Pallets. New clients include Audiovox Corporation; Le Tour de France (ASO), Craftmatic, and Prism Industries. This year will see the global launch of Le Tour de France bicycles and Le Tour de France lifestyle apparel collection in the U.S. and UK.

46 Caterpillar Inc. \$644 M (est.)

Linda Stokes, Trademark
Merchandise Licensing,
309.675.4563

The 2007 women's footwear collection is a comprehensive range that is distinctly feminine, yet undeniably Cat, offering versatility, durability, and style. The 2007 Legendary RAW Collection offers shoes and boots for men and women that integrate the brand DNA. New styles also are on tap for kids and the iTechnology range. Toys have been expanded to include role-play items, action figures, and more light-and-sound toy vehicles. Other initiatives: expansion of bags and

accessories into North America and continued growth in the eyewear, safetywear, and watch categories.

47 Hearst Magazines \$625 M

Glen Ellen Brown, VP, Brand
Development, 212.492.1301

Retail expansion continues in both *CosmoGIRL!* and *Seventeen*, with *CosmoGIRL!* and *Seventeen Jewelry* handbags, sunglasses, and a full collection of loungewear/sleepwear and accessories in the specialty channel for back-to-school '07. *Country Living* further expands its furniture collection with Lane with casual dining this spring, complemented by indoor/outdoor area rugs by Capel and the development of an outdoor furniture collection for summer. Further *Country Living* extensions for '07 include a signature collection of sweet and savory specialty foods, and a full line of seasonal accessories and home décor. Other initiatives: a line of *Esquire* greeting cards, a collection of vintage cover art across multiple Hearst magazine titles, and the development of a full line of *Redbook* Real-Life Healthy Life Products for Her, Home, and Health.

48 Maytag \$610 M

John Maytag, President,
212.421.6060

The Maytag licensing program comprises strategic, equity-driven brand extension licenses across Maytag's entire brand portfolio: Maytag, Jenn-Air,

Amana, Admiral, and Magic Chef. Existing licensees continue to expand their businesses in appliances, outdoor grills, heating/air-conditioning, and other home product offerings. Several select new license opportunities are being explored in targeted product categories.

49 WWE \$600 M

Florence Di Giorgio, Sr. Director,
Global Licensing, 203.359.5136;
Ross Walker, Director, International
Consumer Products, +44
2088341424

International expansion continues to be a key initiative. This month, WWE's *RAW* and *SmackDown* TV programs will emanate from Italy and the UK. There currently are plans for more than 80 live events in 20 countries outside of North America in 2007. On the domestic front, WWE recently launched a new apparel program with a direct-to-retail license with Steve and Barry's, a new mass/mid-tier line with Hybrid Tees, and a specialty store line with Fifth Sun. In-store promotional activities to support the launches include sweepstakes, event tickets, talent appearances, and giveaways.

50 AT&T \$500 M

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

The new AT&T—formed from the merger of AT&T, SBC, Bell South, and Cingular—delivers services and products in the communications and entertainment realms, across the

wireline, Internet, wireless, IP-TV, and video categories. The AT&T licensing program leverages the new AT&T's marketing/communications spend of hundreds of millions of dollars in 2006/2007. Current licensed products strategically complement existing telecommunications services, with more than 200 skus including corded and cordless telephones, answering machines, and telephone accessories.

51 BBC Worldwide £250 M* (\$482 M)

Anna Hewitt, Head, International
Licensing +020 8433 3991; Richard
Hollis, Head, UK Licensing +020
8433 2556

Key strategies for BBC Worldwide's children's division in North America for 2007 are continuing to build on the ratings success of *Charlie & Lola* on Disney Playhouse and DVD sales. The company looks to secure licensing partners for *The Secret Show* in 2008. BBC will continue working with Fox Entertainment, Playmates, and Penguin Putnam to build *Little Robots* through the new TV platform. The company looks to grow the existing fan base for *Dr. Who* (the new series is airing on the SCI FI Channel) through the introduction of new products and investments in PR and marketing activities. It will explore merchandise opportunities for the new BBC America series *Robin Hood*.
*Approximate value of retail sales licensed merchandise, DVD, and publishing.

52 MGM Consumer Products and Location-Based Entertainment \$475 M (est.)

Travis Rutherford, EVP,
310.449.3295

MGM will focus on new properties and third-party entertainment partnerships this year while also broadening the studio's core brands. With a focus on boys and girls (ages 5 to 10), MGM's new entertainment initiatives include *Team Galaxy* and *Storm Hawks*. In addition, MGM will continue expanding the studio's core properties including *The Pink Panther*, *Rocky*, *Stargate*, *Robocop*, *Army of Darkness*, and the 4,000-plus-title film library through new categories.

53 Sean John \$450 M (est.)

Todd Kahn, COO, EVP,
212.206.7447

The brand expanded into eyewear with a line from Marchon on shelves since mid-February. Women's sportswear also is new with a collection from G-III on shelves in spring '07. In addition, the company is establishing a market presence in Europe.

54 Beverly Hill Polo Club Associates \$400 M

Nina Vitale, Director, Licensing,
212.947.2223

The newly acquired and renamed company has attracted category leaders including One Step Up for ladies' and girls' apparel, Pico Manufacturing for

men's underwear, and Vandale Industries for ladies' underwear and intimates.

55 John Deere \$400 M (est.)

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

Expansion is on the company's agenda with growth planned for key areas such as lawn and garden, garage, apparel, footwear, and toys.

56 The Thomas Kinkade Company \$360 M

Linda Mariano, VP, The Thomas Kinkade Company, 800.366.3733; Eric Kuskey, President, Creative Brands Group, Inc., 408.907.9940

In 2006, the brand expanded its licensee base with new partners, including: Andrews McMeel Universal; Manual Woodworkers & Weavers, Inc.; David Textiles; and Gallery Player. The brand also saw the launch of Blue Mountain/Imperial's new line of wall coverings, borders, and murals. In 2007, the company—along with its licensing agent, Creative Brands Group, Inc.—will focus on continuing the domestic expansion of the brand in home décor, garden, and apparel, as well as expanding internationally.

57 FremantleMedia Licensing Worldwide \$340 M

Olivier Gers, General Manager,
212.541.2838

With such staple brands as *American Idol*, produced in more than 35 territories; *Family Feud*, produced in 33 territories;

The Price Is Right, produced in 31 territories; *The Apprentice*, produced in 16 territories; and *How Clean Is Your House*, produced in 12 territories, FLW continues to maximize the ancillary rights exploitation of all its brands worldwide. FLW also launched Atomic Wedgie, a mobile video channel; produced several live events around the globe; and set a world record with *American Idol* as the largest interactive event in the world with more than 570 million votes during Season 6.

58 Jarden Consumer Solutions \$300 M

Carlos Coroalles, VP, Licensing,
561.912.4100

Food and beverage consumables and kitchen accessories are on tap for Mr. Coffee. Food consumables, kitchen tools, and accessories are helping to broaden the appeal of the Crock Pot brand, while major appliances, wine coolers, compact refrigerators, outdoor lighting, and non-electric top-of-bed products expand the Sunbeam brand. The Oster program makes inroads into new categories such as kitchen tools and accessories, major appliances, wine coolers, and compact refrigerators.

59 New Line Cinema \$300 M

David Imhoff, SEVP, Worldwide Licensing & Merchandising,
212.649.4900

Areas of focus for 2007 include *Hairspray*, *The Golden Compass*, and continued expansion of the studio's House of Horrors brand

(which includes Freddy Krueger, Jason Voorhees, and Leatherface). In addition, a merchandise program is under development for 2008 releases *Inkheart* and *Journey 3-D*.

60 The Stanley Works \$300 M

Deanna Caceres Cahn, Director, Brand Management, The Beanstalk Group, 212.303.1147

A leader in the hand-tools industry, The Stanley Works has 20 licensees in the U.S. and abroad. Channels of distribution for licensed products are consistent with Stanley's own channels, most notably The Home Depot, Wal-Mart, Lowe's, Menards, and Ace Hardware in the U.S., as well as B&Q, Carrefour, and Screwfix in Europe. In 2007, Stanley's licensing program will continue to expand into new, strategic product categories, and current licensees will focus on driving growth through product innovation and creative new marketing initiatives.

61 VIZ Media, LLC \$277 M (est.)

Carol Roeder, VP, Consumer Products, 415.644.9286

Key products were launched for *Naruto*, including video games, CCG, DVDs, and toys. Following the premiere of *Bleach* on Cartoon Network's Adult Swim, VIZ Media launched an exclusive merchandising program with Hot Topic and Borders/Waldenbooks, which will expand to all retailers in 2007. Also new in 2006 was the launch of Toonami Jetstream, a broadband service in

partnership with Cartoon Network. VIZ Media continues to expand its global presence with new European headquarters in Paris, France, and will launch television and merchandising for *Zatch Bell!* and *Naruto* in Latin America. In 2007, VIZ Media will introduce several new properties from Japan, including *Zoids Genesis* and *Death Note*.

62 Trademarking Resources, Inc. \$265 M (est.)

Bob Horton, Founder, Chairman, and President, 248.922.9678

The agency's clients include Polaris; Victory Motorcycles; Pratt & Whitney; DaimlerChrysler Mopar, Dodge, Chrysler, and Jeep parts and accessories; CITGO, Saleen; and Randy McGovern. Polaris is expanding into retail apparel. Saleen vehicles will be represented in all the hottest gaming properties, as well as on a line of S7 replicas from ProMarkCo. Pratt & Whitney's eagle logo has been extended to welders and plasma cutters from Riland USA. On the horizon: compressors, power washers, generators, and related products in early '07 with shelf penetration in late fourth quarter.

63 Discovery Licensing \$250 M (est.)

Carol LeBlanc, VP, Licensing, 240.662.4327

Discovery Licensing will continue to build its core brands under the Discovery umbrella this year, including Discovery Channel, Animal Planet, Discovery Health, and Discovery Travel Media. Successful Animal

Planet merchandise encompassed a pet-care library and pet product line with dedicated retail space. Discovery will continue to license properties such as *Miami Ink*, *American Chopper*, *Man vs. Wild*, and the *20th Anniversary of Shark Week*. Also in 2007, Discovery will maximize its content library through aggressive home video partnerships and publishing opportunities.

64 Nelvana Enterprises \$250 M

Mark Northwood, VP, Merchandise Licensing, The Americas, 416.588.5571; Marie Laure Marchand, VP, European Marketing and Licensing, +33 14 271 0828
Nelvana Enterprises continues to grow its core preschool brands including *Babar*, *Franklin*, *Max & Ruby*, and *The Backyardigans* (co-produced with Nickelodeon). Nelvana is launching two new action-adventure series/properties in the coming year, *Di-Gata Defenders* and *Bakugan*. Also new for 2007 are fashion-based property Ruby Gloom, which will launch first in apparel and accessories, followed shortly by home décor and novelty, and *Grossology*, a boys' novelty brand.

65 Primedia Enterprises \$250 M (est.)

Sean Holzman, President, 323.782.2935

The company will focus on growing its *Motor Trend*-, *Lowrider*-, and *Hot Rod*-branded extension programs by adding several key categories, as well as through extended retail placement. Its foray into Surfer- and SLAM-branded apparel programs (in fourth quarter '06), will continue to be a growth initiative in 2007.

66 National Trust for Historic Preservation \$241 M (est.)

Michelle Alfandari, President, MODA International Marketing, Inc., 212.687.7640

Furniture licensee Hammary introduced the Mountain Lodge Collection, its fourth collection. Last year also saw the retail premiere of 10 carpet patterns by licensee Karastan, which plans to launch three additional patterns in 2007. American Tradition paint co-branded National Trust for Historic Preservation, sold exclusively at Lowe's nationwide, continues to grow with the development of additional historic colors. Key initiatives for growth in 2007 include expansion into new categories such as decorative accessories, home textiles, lighting, wall coverings, RTA and retailer exclusive programs, and DIY products such as molding and decorative hardware.

67 Michelin \$220 M (est.)

Risa Turken, Managing Director, The Licensing Company, 212.413.0880

Together with The Licensing Company, Michelin continues to develop its worldwide brand extension program. Success has been achieved in automotive accessories such as wiper blades, car mats, and footwear. Areas under development include work apparel, sports equipment, and collectibles. In 2006, products developed under license through the Michelin brand extension program were available in more than 15,000 premium retail points of sale in more than 34 countries worldwide. The brand has more than 96 percent consumer awareness worldwide and a well-known brand icon in "The Michelin Man."

68 Tommy Bahama \$220 M

Chrisann Furciato, Director, Licensing, 212.391.8688
The company launched Tommy Bahama Rum in partnership with ultra-premium spirits creator Sidney Frank Importing Co. A new limited-edition fragrance launch for men and women, "Set Sail," is on tap, with anniversary editions planned. Outdoor furniture launched July 2006 in the cast iron, aluminum, loom, and resin categories along with fabric-by-the-yard co-branded with Sunbrella for umbrellas, pillows, and lighting. Other initiatives: teak furniture, hammocks, fabric by-the-yard co-branded with Crypton, and outdoor accessories.

69 The LEGO Group \$200 M

Stephanie Lawrence, Director, Licensing, 860.763.6894
Bionicle continues to draw new fans and to date is the most commercially successful sub-brand in LEGO's history. New partnerships include INCAP Furniture; Soul Industry; Stylus, Inc.; and Mello Smello. The LEGO brand portfolio will continue to be expanded globally across the backyard play, storage, and electronics categories.

70 National Geographic \$200 M (est.)

John Dumbacher, SVP, Licensing, 212.862.5203
The company will launch a new line of home collection products, along with additional children's toys and electronic learning aids. NG is expanding the international licensing business with new apparel and outdoor gear products.

71 Invista \$180 M (est.)

Denise Sakuma, Manager, Global Licensing, Invista, +41 (22) 770 4047; Michelle Alfandari, President, MODA International Marketing, Inc., 212.687.7640
The licensing program—stemming from Invista's fashion brand, LYCRA—continued its strong performance with double-digit growth and market share increases in 2006. Building on the success of the LYCRA global cosmetics program (including nail, lip, mascara, and self-tanning products), 2007 promises innovative introductions including a new line of nail enamel with advanced technology for even longer wear

by licensee Coty, Inc. Expansion into new cosmetics categories and geographies will drive growth in 2007 and beyond.

72 The Goodyear Tire & Rubber Company \$175 M

Dana Smith, President and COO, Equity Management Inc., 858.558.2500
The company continues to build on a solid foundation in key categories with strong performance in automotive tools and accessories featured in warehouse club and automotive aftermarket retailers, hose and nozzle products at The Home Depot, and the adidas-Goodyear athletic shoe license at better retailers and department stores. For 2007, Goodyear licensing is focusing on strategic, equity-driven licenses in the following categories and channels of distribution: automotive, specialty retailers, DIY, and lifestyle-oriented products.

73 Masterfoods USA \$172 M

Blair Ford, VP, Retail, M&M'S World, 702.547.0713; Brian McNally, Director, Product Development, M&M'S, 702.547.0714
Masterfoods USA continues to focus on three primary categories: food and beverage, general merchandise, and lifestyle. With products from flavored milk drinks and cosmetics to home accessories and décor, Masterfoods licensing promotes its powerhouse brands including 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 has an active licensing program in Australia and New Zealand to promote the M&M's brand.

74 Timex \$164 M

Helen Prial, VP, Licensing, 203.346.5000
The company will focus on new product designs that capitalize on emerging trends such as convergence in consumer electronics. The first MP3 clock radio for flash cards and MP3 drives will launch under the Timex brand in conjunction with the space-saving Timex clock radio with iPod docking/charging station in 2007.

75 The Flavia Company \$155 M (est.)

Karen Cahill, President, 805.884.9626
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, room décor, baby, and bath. The Legacy Art Studio brand grows stronger with deals for crafts and home décor; new collections are available every four to six months. Bessie Pease experiences its third successful fabric collection launch, laying the groundwork for a lucrative infant program; open categories include bedding, room décor, and layette. The company also seeks exclusive direct-to-retailer opportunities for select categories for all three brands.

76 Kawasaki \$155 M

Dana Smith, President and COO, Equity Management Inc., 858.558.2500
The Kawasaki licensing program continues its strong growth and category expansion. Beyond the traditional logo and replica-driven categories such as video games, toys, ride-ons, and apparel, new strategic brand extension initiatives such as fitness equipment are on target for 2007.

77 Major League Soccer \$145 M

Stuart Crystal, VP, Marketing and Consumer Products, 212.450.1234
Key initiatives are promotional programs with Dick's Sporting Goods in all MLS markets for a

full range of licensed apparel and equipment; a program with Target to promote MLS soccer balls, bags, and accessories; and Eurosport's launch of the MLS recreational kit program.

78 Carter's Watch the Wear \$130 M

Norman Moskowitz, President, A&N Enterprises, 212.594.4175

A retro name around since 1859, Carter's Watch the Wear experienced a successful year with a strong apparel business in newborn, infants, toddlers, boys 4 to 7 and 8 to 18, and girls 4 to 16. In 2007, the company plans to begin licensing out men's and women's apparel and accessories, in particular targeting workwear, jeanswear, and ladies' sportswear.

79 Cookie Jar Entertainment Inc. \$130 M

John Gildea, SVP, Consumer Products, 401.885.0653

New *Doodlebops* licensee iToys will launch a line of musical instruments, microphones, dance mats, and role-play toys in fall '07. A complete line of *Doodlebops* consumer products will begin hitting the market this summer. The company is supporting a new series based on the works of author Richard Scarry and continues to support Caillou. An all-new *Spider Riders* Website, featuring a multiplayer online game along with DVD product from partners Funimation and Vivendi Visual, is slated for 2007. Magi Nation, Cookie Jar's next show in its

new boys' lineup, was picked up by Kids' WB on the CW, the CBC, and Radio-Canada.

80 Nissan North America \$128 M

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

The Nissan North America, Inc., licensing program has launched successfully, with numerous licenses placed into key brand advancement categories, including die-cast, radio control, video games, apparel, and gift/novelty. Encompassing both the Nissan and Infiniti automotive brands, the licensing program has been driven by a variety of core trademarks, including the classic Nissan Z sports car, the new full-size Nissan Titan truck, and the Infiniti G series. In addition, several international trademarks, including the Skyline GT-R and Silvia, have performed well across multiple product categories. Growth plans for 2007 include an extensive licensing initiative in support of the new Nissan GT-R sports car launching in fall 2007.

81 Jim Shore \$120 M

Joanne Olds, President and Founder, The Buffalo Works, 952.475.3013

The Jim Shore brand will continue to solidify its position as a premier brand in the specialty gift market. The focus will be on new formats and designs that complement the current brand offerings from companies including Enesco, Lang, Boyd's, and Crazy

Mountain. The company will leverage its strong consumer response to develop a more extensive lifestyle brand, creating functional home décor and fashion accessories. Also in 2007, the brand is committed to a multi-licensee consumer communication strategy.

82 Kellogg Co. \$120 M

Ross Misher, President, Brand Central LLC, 310.268.1231

The Kellogg Co. has successfully extended its classic characters and iconic brands into an innovative consumer products program across all categories of merchandise. Objectives for 2007 include new product and line refreshment to capitalize on current success, as well as new market extensions to bring the Kellogg's family of brands to a whole new consumer. Kellogg's will launch a new style guide featuring a fashion-driven twist on iconic characters, specifically targeting the Hispanic consumer. Kellogg Characters is a lifestyle program for kids and adults featuring Tony the Tiger, Toucan Sam, Dig'Em, Snap!, Crackle!, Pop!, and The Keebler Elves. This whimsical on-trend collection features the food imagery, box art, and logos from brands such as Cheez-It, Famous Amos, Kellogg's Frosted Flakes, and Keebler Fudge Shoppe cookies.

83 Cadbury Schweppes Americas Beverages/Cadbury Adams Trademark Licensing \$100 M (est.)

Lewis Goldstein, Director, and Davi Tash, Manager, Licensing & Merchandising, 914.612.4000; Megan May, Associate Manager, Licensing, 972.673.7000

The company licenses out more than 50 beverage and confection trademarks, adding Hall's to its licensing program. Recently launched food extensions include cakes from BC Bundt, bringing the flavors of Dr Pepper, Crush, 7UP, A&W, and Hawaiian Punch to life in this unique category for licensing. Brachs is set to launch the fun flavors of Hawaiian Punch into fruit snacks. Cadbury Adams licensing will include food-to-food extensions and badgewear. Dr Pepper, A&W, and 7UP continue to uncover CPG archives dating back to the late 1800s and extending to gift, apparel, collectible, and social expression partners. The company employs two licensing agencies: Brandgenuity LLC for Snapple, Mott's, Clamato, Schweppes, Yoo-hoo, Sunkist Soda, and the Adams Brands, and EMI for Dr Pepper, 7 Up, A&W, Hawaiian Punch, Crush, and other carbonated brands.

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

Eric King, Managing Director, 631.325.2020

Growth continues utilizing factors such as the Internet, which currently accounts for 40 percent of the company's sales. The drugstore accessory program has proven successful and could lead

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LEADING LICENSING COMPANIES

103
TOP

to new opportunities in this distribution channel. A substantial marketing program is planned in early to mid-'07 to increase brand awareness with the trade. Sales could rise by 15 to 20 percent in 2007.

85 Kraft Foods \$100 M (est.) ■

Lori Gould, Sr. Manager, Trademark Licensing, 973.503.4557

Outbound trademark licensing in select food and non-food categories seeks to reinforce powerful food brand equities, such as Oreo, Planters, Jell-O, Kool-Aid, and Kraft Kitchens. The company aims to broaden relationships with current licensees and evaluate opportunities in frozen desserts, appliances, and relevant food categories.

86 Susan Winget \$100 M (est.) ■

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

Artist Susan Winget has forged strong relationships with many companies, including key customer The Lang Companies. She continues to grow her line with new themes and products. Portmeirion—"A Christmas Story" has become a collectible tabletop collection after being in the marketplace for 10 consecutive years. New porcelain dinnerware and accessory products launch every year. Certified continues to be a top-performing licensee with everyday and holiday dinnerware/accessory collections being added each year. New home décor opportunities currently are under investigation.

87 Taffy Entertainment \$98 M ■

Cynthia Money, President, Worldwide Marketing & Consumer Products, Taffy Entertainment, 818.999.0062

Taffy's primary goal for the coming year is to expand its presence worldwide. Since the integration of the Mike Young Productions and MoonScoop Productions libraries, Taffy has broadened its distribution onto multiple platforms, including Kabillion in the U.S. and The Taffy Channel in Europe. A new merchandising, consumer products, and licensing office opened in London, and the company is developing a strong team in the U.S. Brands to watch in 2007 include *Mix Master*, *Code Lyoko*, *Bobby's World*, *Pet Alien*, and *Titeuf* (aka *Tootuff*). A major deal with EMI Music in 2007 will provide distribution of music based on the entire MoonScoop Productions library, and three to four new *Code Lyoko* video games are due from The Game Factory.

88 Granada Ventures £42 M (\$81.7 M) ■

Katie Foster, Director, Licensing, +0207 389 8544; Dawn Wright, ITV DVD Acquisitions Director, +020 7633 2580

Granada Ventures currently works with more than 180 licensees throughout out 70 countries, with more than 1,000 product lines across children's, entertainment, sports, comedy, drama, and film properties. Specialist licensing, marketing and brand management teams are based in London and Los

Angeles, with group offices in Germany, Australia, Brazil, and Hong Kong. ITV DVD, part of Granada Ventures, published and distributed more than 50 million DVDs in 2006 alone, with the publishing division sublicensing video rights across more than 2000 individual titles and also exploiting book, music, and spoken word rights for ITV and third parties. 2007 will see the brand launch of the



successful children's program *Numberjacks*, with preschool favourite *Pocoyo* due to hit the U.S. this year. The sports licensing strategy will continue to grow the Liverpool and Arsenal football club brands.

89 Bang on the Door Ltd. £40 M (\$77 M) ■

Geraint Lloyd Evans, Commercial Manager, +02871865910

UK contemporary art and design licensor Bang on the Door owns a range of characters such as Groovy Chick, Fairy Girl, and Football Crazy. Developed by

creators Karen Duncan and Samantha Stringle in 1986 and first used on hand-printed T-shirts, Bang on the Door has grown into a recognizable brand with more than 100 licensee partners globally. Now in its 21st

year, Bang on the Door recently announced several new plans such as a consumer Website, trade PR campaigns, and new artwork developments.

90 Arm & Hammer \$75 M (est.) ■

Allan Feldman, CEO, LMCA, 212.265.7474; Tammy Talerico, Director, Licensing, Church & Dwight, 609.279-7334

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.

91 Mary Engelbreit
\$75 M (est.) ■

April Heeren, Executive Director,
Brand Development, United Media,
212.293.8508

A major retailer has expressed interest in an infant line based on Mary Engelbreit's Mother Goose. Building on the success of her third *New York Times* Children's Best-Seller, "A Merry Little Christmas," Engelbreit is illustrating her next children's book, "Nursery Tales." With dozens of new illustrations added to the greeting card line and a new stationery power panel in Michael's stores, demand for the ME brand in the social expressions category remains strong. New calendar illustrations will be unveiled for 2008. ME Studios also is refreshing the artist's gift line with a unique design approach.

92 World Poker Tour
\$75 M (est.) ■

Andrea Green, VP, Consumer Products, 323.330.9868; Andrew Topkins, Managing Director, Brandgenuity LLC, 212.925.0730
With the help of licensing agency Brandgenuity LLC, the WPT licensing program now boasts nearly 40 licensees. This year will include the release of Texas Hold 'Em 2 from Hands-On Mobile, a refresh of its mobile poker game, expansion of the interactive TV game from licensee PixelPlay, and additional states joining the MDI state lottery program. New licensees will launch apparel (Steve & Barry's) and other lifestyle categories. 2007 also will include additional international expansion into Europe, Australia, and Asia.

93 The Hautman Brothers
\$62 M (est.) ■

MHS Licensing, Marty Segelbaum,
President, 952.544.1377 x202

Wildlife and nature images were strong in 2006 and will continue to be so throughout 2007. New initiatives include working even closer with select retailers on the development of unique products, the coordination of new image launches across multiple categories, and expansion into new channels of distribution such as grocery and multimedia platforms. Direct-to-retail deals will be explored

with an eye toward previously unlicensed categories.

94 Paul Brent Designer, Inc.
\$62 M (est.) ■

Ellen Seay, Director, Licensing,
800.835.2787 x14

The Paul Brent brand continued to grow in 2006 with the extension of several existing product lines, as well as the addition of several new manufacturers. Ex-Cell Home Fashions continued to place designs at retail in the bath ensemble category. Gango Editions, an open-editions art publisher, grew its offering of

images to 120 designs. New licensing partners include Judith Edward Designs with accent furniture and lamps, and Environmental Graphics, which has licensed 45 images for custom wall murals.

95 Mack Trucks
\$60 M (est.) ■

Philip Raia, EVP, LMCA,
212.265.7474; Randy DeLillo,
Manager, Corporate Stores, Mack
Trucks, 610.709.2601

The company is implementing domestic and global initiatives 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.

96 Wild Wings \$55.5 M (est.) ■

Shari Wald, Manager, Licensing, 651.345.5355

Wild Wings is expanding its nature theme to include seascapes and ocean life. With new artists on board and more variety for licensees to choose from, Wild Wings expects 2007 to be a year with significant growth potential. As Wild Wings continues to add to its archives of artwork, it will continue to listen to consumers and licensees for direction.

97 Beam Global Spirits & Wines, Inc. (BGSW) \$55 M (est.) ■

Risa Turken, Managing Director, The Licensing Company, 212.413.0880

Repped by TLC, Beam Global Spirits & Wine, Inc., is the fourth-largest spirits company in the world. With nine of the world's top 100 premium spirits in its portfolio, the company's brands include Jim Beam bourbon, Courvoisier cognac, Sauza tequila, and Maker's Mark bourbon. TLC's licensing strategy for Beam Global's portfolio focuses on extending the brands' unique qualities into food and beverage categories and lifestyle and accessories products. Recent successes include Jim Beam beef jerky, Maker's Mark Bourbon House and Lounge restaurants, and a

worldwide launch of a high-end men's fragrance line for Courvoisier.

98 DRi Licensing Ltd. \$50 M ■

Alicia Davenport, Director, Licensing, + 44 208 600 2550

Dick Bruna's Miffy has blossomed at retail with its recent 50th anniversary celebration and with major new initiatives in teen fashion and gifts. The fantastical World of Roald Dahl now can be experienced at the themed Charlie and the Chocolate Factory Attraction at Alton Towers. The Bubblegum brand, with £300 million (U.S. \$580 million) at retail and 12 million cards sold per year, sees the introduction of the Bubblegum Starz. And bobbypin by Jeffrey Fulvimari takes center stage at Boots and Marks and Spencer.

99 Scholastic Media \$50 M ■

Leslye Schaefer, SVP, Marketing and Consumer Products, 212.389.3900

His Dark Materials makes its way to the silver screen as Scholastic and New Line Cinema bring the first title in the series, *The Golden Compass*, to theaters next year. A licensing and merchandising line will feature toys, video games, board games, apparel, stationery, paper goods, and more. On the TV side, Scholastic debuts merchandising efforts for *Dragon* and *WordGirl* in 2007. Fisher-Price and Mattel are on board for Clifford the Big Red Dog. Animated series *Maya & Miguel* continues to expand and deepen its connection with local communities with a slate of

grassroots initiatives on the horizon. Scholastic also will press on with the colorful Kim Parker Kids property as it adds wall décor partners and more. Several interactive and educational toy partners are on the horizon for I SPY and The Magic School Bus.

100 Rachael Hale \$48 M ■

Eric Kuskey, President, Creative Brands, 408.907.9949

Rachael Hale had yet another successful year with the launch of her fourth book, *Smitten*, as well as strong placement at retail with key licensees MeadWestvaco, Antioch Publishing, and Portal Publications. The licensing program has 130 licensees worldwide and product placement in more than 60 countries. Hale signed several new licensees last year including SaraMax for girls' sleepwear, Bradford Exchange, and Allegro Manufacturing. Petco chose Hale's photography for in-store signage throughout its stores. For 2007, children's books are on tap.

101 Challis & Roos Licensing \$44 M ■

Carter Rennerfeldt, Partner, 206.769.7615

The license will be expanded into new product categories including fabric, crafting products, and functional home décor. The company 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.

102 Just Born, Inc. \$33 M ■

Lisa Marks, President, Lisa Marks & Associates, Inc. (LMA), 914.933.3900

The licensing programs for Peeps, Hot Tamales, and Mike and Ike continue to expand with core categories experiencing ongoing growth and new initiatives for '07 within the food, packaged goods, publishing, mobile entertainment, toys, and pet products categories, along with expanded apparel and accessories programs. A new Hot Tamales and Mike and Ike vintage program also is being rolled out in '07.

103 Jetix Consumer Products \$29.1 M ■

Richard Woolf, Director, International Sales and Marketing, +44 (0) 20 8222 5857

Following the launch of its TV series, *Pucca*'s popularity continued to increase across Europe with gifts, stationery, fashion apparel, and toiletries being the strongest categories. Key for 2007 will be the launch of the licensing programs for *Yin Yang Yo!*—focusing on toys, electronic games, and publishing—and *Captain Flamingo*, with an emphasis on toys. In addition, watch out for an influx of *Team Galaxy* products later this year, pre-empting the start of Bandai's European rollout of the toys in 2008. Also, *Jetix Magazine* will further expand across Europe. ©