

2024 Licensing Agency Guide



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Tycoon



By Gary Symons
TLL Editor in Chief

In this quarterly update of the 2024 Licensing Agency Guide, we're featuring Tycoon, the largest agency in Latin America, with offices throughout the region.

Tycoon was founded by brothers Elias and Alberto Fasja-Cohen-Cohen in 1990, at a time when the licensing industry was virtually unknown in their home country of Mexico. The two brothers are true pioneers in the licensing industry in Latin America, and today, more than 30 years later, Elias Fasja-Cohen remains as the CEO of what is now the largest licensing agency in the region.

Fasja-Cohen says the company came about largely because he and his brother wanted to extend their apparel business beyond Mexico's borders.

"We were licensees back then, working with fashion brands like Christian Dior, Cacharel, Perry Ellis and Cherokee," Elias recalls. "At the beginning we were toying around with what was possible and it was

a side business at the time, but as it turned out we were very early in catching the wave that became the licensing sector in Latin America.

"Because we were in the industry early, we really were able to change the rules of the game as it existed back then," Fasja-Cohen explains. "Our business was managed by people coming mainly from advertising agencies that had the contacts, and they became our agents, but they didn't have any kind of industry benchmarks or knowledge of the market, whereas my brother and I were already licensees and selling through various retailers, so it was easy for us to establish the industry benchmarks, because that's the understanding we had.

"Pretty soon we started multiplying the sales numbers of our clients, sometimes by tenfold, because we had market knowledge that at the time was pretty unique."

Fasja-Cohen also says that the principles that guide Tycoon today are exactly the same as when the business launched, those being to hire the best talent possible;

The pioneering licensing agency Tycoon is the largest in Latin America, and among the Top 20 licensing agencies globally. The agency is so influential, that even top licensors like Authentic Brands Group, MGM, and Warner Bros. are among their clients.

to establish strict policies that provide transparency and accountability to Tycoon's customers; to provide local knowledge in national and regional markets, and to always search for data-driven intelligence on new trends or technologies.

"If I had to choose one thing, I would say the core of our success, has been betting on talent," Fasja-Cohen says. "I feel we have the best talent in the region, and yes, getting the best talent is expensive, but it is the key to success."

Speaking of talent, Chief Revenue Officer (CRO) Arturo Czonstkowsky says one of the other key differentiators for Tycoon was the decision to invest in local talent by opening regional offices. Today, Tycoon has approximately 40 employees working outside the head office in Mexico, spread across the region in branch offices based in Brazil, Argentina, Chile, Ecuador, Peru, Central America, and Colombia.

The reason is that, just as Latin America has different languages and cultural norms than North America, each country within Latin America is also unique, with major cultural and economic differences.

“Each country is completely different,” Czonstkowsky says. “There are many people who think Latin America is like one big country and everyone is basically the same, but it’s not like that at all. It would be like saying France is the same as Germany!”

“When you speak to an Argentinian or a Colombian, it’s a different accent, there’s a different culture, and of course the market and the retail landscape is also different in these different countries, so you need to think of each country as a unique opportunity in a unique market.

“That’s why we decided we need more depth in the different territories, hiring local people, and as a result we have been growing rapidly thanks to our local teams.”

The strategy has paid off in a couple of different ways. The first is that for most licensors from outside Latin America, the cost of establishing a licensing operation in the region is much higher than simply hiring Tycoon.

But even for the largest licensors, Czonstkowsky says there are times when the size and complexity of the region makes it too difficult to cover all the bases.

“For example, we had one major client who decided to establish their own operation here in Latin America, and they even said they were going to hire away some of their staff,” he recalls. “But much later I was speaking to them and asked them how it was going, and they said, it’s frustrating, nobody is calling us back. I knew the reason why; it’s because these



licensees and retailers deal with Tycoon on many different projects, and so they always answer our call first.”

In other cases, Fasja-Cohen explains that major licensors will often put an office in the largest markets, those being Brazil and Mexico, but trying to cover Central America and the many nations of the CSA (Central South America) is too difficult and too expensive.

“In those cases, they are getting only two-thirds of the potential business in Latin America,” Fasja-Cohen explains. “Because we have coverage throughout the entire region, even the largest licensors will turn to us so they can extend their programs into the CSA.”

A quick perusal of Tycoon’s list of top clients confirms that theory, as even giants like Microsoft, MGM and Authentic Brands Group rely on the agency to handle their licensing programs in part or all of Latin America. ABG, for example, is among the top five licensors in the world with a vast licensing division of its own, and yet they work with Tycoon in the Latin American territories.

Part of the reason, Fasja-Cohen says, is that his goal was to create as much

transparency for clients as they would have if they operated their own office. As CEO, Fasja-Cohen drilled into all of his staff the need to maintain strict rules and procedures. In the early days, when the epitome of rapid communication was the fax machine, Tycoon had a hard rule that any inquiry to the company had to be answered within 12 hours, with no exceptions.

The company was also among the first to build specialized licensing software, not just to increase efficiency, but to provide complete transparency and effective reporting to clients and partners. “As a result, whenever there has been an audit, we have always been congratulated because we have worked hard to simplify the task of providing the transparency our clients need,” he says.

Dalia Benbassat, the company’s VP of Corporate Relations & Acquisitions, says another key to client loyalty is Tycoon’s ability to bring products to retail, in a region where the retail landscape is very different than in Asia, North America or Europe.

“We always say that the true battleground is retail,” Benbassat says. “That is what

Elias sometimes calls the gates to Heaven or Hell, because it is where your program succeeds or fails.

“Working with retail is truly central to everything we do. We place a special focus on establishing relationships with the key retailers in each region, in each tier, and we work closely with them in strategic decision making, marketing and so on,” she adds. “Also, not every licensee has the same strengths, so you need to also select them by their individual strengths and how they align with the retail plan.”

Fasja-Cohen, who has several decades of experience working with retailers, both at Tycoon and with his apparel company, says this is also the reason Tycoon is a good choice for both large and small licensors.

“Sometimes there are companies who say, ‘Well, you have such a big portfolio, so I don’t think you’re going to pay much attention to my project’, but to me, every client and every program is important.

“As well, that powerful portfolio is what gives us leverage at retail,” he adds. “It is what gives us the ability to go to a large retailer and say, ‘You know what, I need you to try this brand. I think you can trust me and give us some room for this new property, and because we bring them so much business, the track record for our new licensors has been very good through the years.’”



CEO Elias Fasja-Cohen-Cohen

That also brings Fasja-Cohen to one of the central pillars of his business model, which is to always stay ahead of the curve on trends and technology, and as he puts it, “to gamble on the future.”

“We have always been ahead on the trends,” he says. “For example, we were betting on Anime long before the pandemic. During the pandemic is when it exploded, and we were there several years before then, in gaming and all kinds of things.

“We have always liked betting on the future, working to be ahead of the curve, and that has been a key to our success, because when the right time comes for a particular trend, we are already there, and we have the right property in our hands to take advantage of that trend.

“This is why working with a new licensor, who perhaps is not so well known today, is so important to us.”

Tycoon’s success in recent years has been tempered by the fact many regions in Latin America were harder hit by the COVID-19 pandemic than nations in Europe and North America.

“I think overall that in Latin America, it took us more time to recover from COVID than some other regions because we didn’t have any support from the government,” Czonstkowsky explains. “In places like the US or Europe companies and independents received support from the government. My wife, she’s American, and she was getting her bills paid each month, but in our countries, we had to solve the situation by ourselves.

The Latin American economies were very severely impacted and so it took us more time to recover.”

That said, Czonstkowsky says the Latin America economy is building momentum, and presents an excellent opportunity for global licensors. Mexico, for example, recently became the number one exporter to the US globally, beating out China, as just one sign of the upswing in regional fortunes.



Dalia Benbassat

“Right now, we are in much better shape, and speaking personally, as Tycoon, we had an extraordinary year in 2022, in 2023 it was better, and 2024 looks even better still.

“So we’ve been getting the pace again and growing to overcome challenges all over the region.”

Benbassat says part of that is due to the overall economic recovery in several countries across Latin America, but it’s also due to the experience and corporate culture within Tycoon, which has overcome many previous economic challenges over the decades.

“Tycoon brings a lot of knowledge, expertise and intelligence to the table,” Denbassat says. “We know the differences from country to country, and we’re able to apply that knowledge to what we do every day.

“We also work with people who are incredibly committed,” she adds. “Most of our top executives have been with us for several years, decades even, so there’s this culture of people constantly learning and then applying what we learn to our clients’ programs.

“Internally, there is true affection and mutual respect in our team which helps the culture too, and I believe that translates to success in business, not just in the good times, but in the hard times as well.” ▲

Bravado

Building Lasting Relationships in the Music Licensing Sector

The TLL Interview with Keith Tapperell, Bravado's Vice-President of Licensing

By Gary Symons
TLL Editor in Chief

If there's one person in the licensing world who ignites jealousy in my soul, and whose job I would steal in a heartbeat, it's Keith Tapperell, the VP of Licensing at Bravado.

In that position, Tapperell works with the top music artists in the world, from legends like the Rolling Stones to the hottest new artists like Billie Eilish, and the work he does sits right at the blazing hot intersection between the artist and the artist's fans.

I've always loved music, and as a (much) younger man I played as a drummer in a series of bands, ranging from blues to pop to punk rock, but surprisingly, I didn't become the next Phil Collins. These days, I'm happily writing about licensing, still playing drums with local bands in Canada, and running an open mic at my favorite pub.

But it ain't the Rolling Stones.

Naturally, since I'm sneakily angling for his job, I wanted to know more about Bravado, and how the agency has become the best known agency in the world for music merchandise and collaborations, as part of the Universal Music Group.

We got together for an interview in July, which didn't help my evil takeover scheme at all, but did show me how and why Bravado has soared in the music and merch marketplace.

TLL: "Bravado has undertaken a restructuring to improve service to artists, and also to better globalize the business. How do you see this move helping artists



particularly in the licensed merch business, and how do you see Bravado growing its business internationally?"

Keith Tapperell: "Any changes made at Bravado have been made to ensure that we have the correct resources in the right places. To support both our artists and their fans. Focusing on growth. Growing our business internationally, adding to our already established scope here. Growing our business across multiple distribution

Keith Tapperell, VP of Licensing at Bravado.

and touchpoints with the consumer in physical and digital spaces. And growing the potential that we have, to further enhance the experience the fan has, and connectivity with the artist.

"To support our artists we have clear

focus within licensing on a category offence, one that covers the fundamentals of core product within licensing. Using this as a base, exploring and widening opportunities into new spaces and product types. Positioning the aspirational on top of the foundational, so that our artists show up at all levels of retail segmentation. This is supported by a great team of global and international colleagues that are positioned in our UMG offices in all regions and markets to drive global strategy at a local level.

TLL: Your own role has changed, and of course from the licensing industry's perspective, you're now the point man for collaborations. How do you see your role and your work evolving over the coming months and years?

Keith Tapperell: I truly believe that Bravado has been and continues to be the point company and team in the music space for collaborations. We have a rich history of working with the best brands and companies and aligning these with our artists, from Funko to The Royal Mint, from Palace Skateboards to Steiff Bears, from Monopoly to Pleasures, from Supreme to Bearbrick, and so many more valued brands and companies.

We believe in a partnership model



BRAVADO

approach. I want to have 20 conversations with one brand on multiple aligned opportunities, not one conversation with 20 brands on a solo project, and then be gone. We want to build relationships. We want to understand the needs of our partners, support them in aligning with our artists and collectively bring amazing programs to life; frequently and consistently.

TLL: What are your top priorities for Bravado's licensing program right now?

Keith Tapperell: I have three clear priorities that are the drivers on everything that we are, focused on both now and the long term; to support artists and fans and grow that bond; to maintain and build relationships with our brand partners; and to tell stories.

Three priorities that are clear, concise and aligned cross functionally within Bravado.

The connection that our artists have with our fans is truly special. It's emotive and we take this and look to manifest it in a physical form or experience. Ultimately, deliver the expected and unexpected and driving the link.

I believe we are stronger as a group by working closely with our partners, to align opportunities and take these to market together for an enhanced end result.

Adding meaning to all that we do is important to us. Driving engagement and showing respect to both the artist and their very knowledgeable fan bases by representing them in a compelling and correct way, by driving a narrative around the products and projects we work on.

TLL: Can you give me a description of what Bravado does for its artists in terms of merchandise retailing, licensing, etc.? Sort of a synopsis of who you are and what you do?

Keith Tapperell: We offer a suite of services that has, at its core, capabilities to cover all our artists brand and merchandise needs. We can cover their e-com (e-commerce); host, design, develop, sell; and speak to their fans.

We can deliver their Tour Merch ranges, with best in class creative and production, and all this on a truly global scale. We can place them in key retailers through directly selling with dedicated internal sales teams that work closely with retailers at all levels

of distribution. And we can add to this through licensed programs covering all key product categories.

TLL: We're particularly interested in what we're seeing with virtual concerts in the metaverse, and how those have translated into multi-million dollar sales of virtual merchandise on platforms like Roblox or Fortnite. Can you tell me what Bravado is doing in this arena? How are you feeling about the potential for metaverse licensing?

Keith Tapperell: We have to look at all places and spaces where the fan is present.

We have already worked and have experience in the metaverse; examples such as Jamiroquai with our partners at Sandbox, and with artists such as Ariana Grande in Fortnite.

We invest time and resources to look to see how we continue on this journey and work with key players here. Currently we have multiple live conversations within this space to ensure we remain knowledgeable and bring experiences to life.

TLL: So, you're heading global licensing for rock 'n' roll bands. First of all, jealous, but secondly, what's the best part of your job? What is it that makes you want to do this every day?

Keith Tapperell: Can I make you a little bit more jealous? rock 'n' roll yes, but also rap, pop, country, Latin artists and bands. We proudly cover so many genres of music.



Passion drives everything I do. And the passion I have for music and brands, to align these and work with talented internal and external teams to bring to life projects that wouldn't be able to be made possible in isolation.

TLL: That definitely increased my jealousy level. Thanks for that! Can you tell me about any collaborations that you enjoyed the most, or thought was the most innovative or interesting?

Keith Tapperell: This one is like answering what your favorite album or gig is, impossible. So many to choose from, how to narrow it down? So, I'm going to go with the most recent as it's fresh in mind.

We worked closely with the incredible creative minds of Brain Dead Studios, an LA-based fashion and streetwear collective. We launched a capsule merchandise range of products to celebrate The Rolling Stones' current North American Tour at their two LA shows. This product was made available at both LA shows, at Brain Dead's space on Fairfax, and on The Stones ecom site as well as our physical RS No.9 London and Tokyo stores.

As I was leaving at the end of the first LA show on July 10, with the mass of fans who had just witnessed yet another incredible concert, I saw a fan who was of an age where this could have well been his fourth decade of attending Stones gigs. I then saw



a fan of a younger age where this may well have been his first Stones gig. They were both wearing the same Rolling Stones x Brain Dead hoodie they had just bought at the merch stand.

Through this simple act we aligned generations, introduced Stones fans to Brain Dead, and cemented the younger generation of Brain Dead fans by furthering their connection with the Stones.

This one moment, in my mind, perfectly showed our 'artist plus fans' mantra.

TLL: If I was a top artist, instead of a drummer playing at the local bar, what would be your pitch to get me to join the team at Universal Music Group and Bravado?

Keith Tapperell: The power of the group is stronger than the individual. As an artist, when you join the UMG family, you are supported from day one. At Bravado we work internally as one team and closely with our UMG partners to ensure this is the case.

One example here is that we have a team of internal Record Label Liaisons, in our key UMG Global offices in New York, Los Angeles and London. They are our Bravado conduit to the Music and Label side of UMG. They work hand in hand on key artist initiatives to ensure we are both informed and inform, and bringing cohesive programs to market in partnership with the artist.

TLL: Sounds good, where do I sign? Conversely, for licensees, what would you tell them about the benefits of working with Bravado and your artists?

Keith Tapperell: We have an enviable roster of artists, with width and depth, and we work in lockstep to matchmake the best brands with the best artists, in a relevant and natural way. Not forced, but curated.

The music space moves and responds differently than, say, other licensing areas that have potential to have a longer road map.

Bravado understands licensing. Bravado understands brands. And Bravado lives music. We have a team of talented individuals who can traverse all these areas.

We are also inclusive, not exclusive, in our mindset. We look to solve, to support and offer value at each and every step.

We have teams and individuals that have vast experience, using that to the advantage of our licensee partners. To aid them in navigating the music business and in delivering optimal programs.

TLL: Do you have bands and artists you're working with this year that are your top priority right now, and if so, who are they, and why the focus on them this year? For example, concert tours, anniversaries?

Keith Tapperell: I really wouldn't want to miss any out, as we ensure that we represent all artists on our roster. I can



provide a highlight and a snapshot of just some of the artists and key focuses at present.

Within Icon Artists, Aerosmith are touring North America, and that activity continues to keep them to the fore.

The Beach Boys brought out a television documentary, further strengthening their bond with their fans.

Bob Marley has a Las Vegas experience opening at the end of the year.

Bon Jovi released new music in June, and as a newer artist to our roster we are working across distribution levels on many projects.

The Rolling Stones are completing their successful North American Tour, bringing 60-plus years of music to their fans.

For other genres country is a focus, as this gains further widespread appeal in the North American market.

Morgan Wallen, Willie Nelson and Shania Twain are all very relevant and have very receptive fan bases. All are touring, and Shania was just wowing Glastonbury.

Rap remains a constant. Within Icons we have many artists who are celebrating anniversaries such as Beastie Boys, De La Soul, Nas, Public Enemy and Run DMC, all providing us with a rich history and compelling assets to aid story telling.

Contemporary continues to deliver for

the younger audience. We support artist activity and focus on moments to make noise in local markets that resonate globally.

Examples here are 21 Savage and his collaboration with Corteiz, or Ice Spice and her collaboration with Billionaire Boys Club, bringing this to life in Selfridges London with an appearance by Ice Spice herself.

We focus and support activity with these artists on and around tours and festival appearances, and also on music releases, such as when Billie Eilish released her latest album, working with partners such as Complex, Hot Topic and Target.

TLL: Finally, if there is one message that you would like people to take away from this article, what is it?

Keith Tapperell: The emotiveness of and the feelings that music can instil is truly powerful. Whether you are at a gig with 50,000 people, whether you are in a bar or a store with a few friends, whether you are at home and online listening to a playlist, there is a connection.

If you don't have music as a direct association within your business and utilizing the strength and power of music, you could well be missing out. If you want to understand how music can benefit and become a key component of your business, call Bravado and come partner with us. ▲

The Point.1888

An Innovative Modern Licensing Agency With an Ancient Legacy



By Gary Symons
TLL Editor in Chief

The brand licensing agency The Point.1888 was founded in 2014, just one decade ago, but there's a good argument to be made that it has the longest history in the entire industry.

In fact, the numerals '1888' refer to that history, as the original was founded that year on the outskirts of London.

"My great great grandfather Joseph Miller started his company in October, 1888 in Borough, London," explains The Point.1888 CEO Will Stewart. "There was a jam factory over the road where all the workers were having to use sacks to

The POINT.
1888

cover their suits when unpacking the fruit. You always wore a suit in those days even if you worked in a factory. He decided he could make aprons for them so went over the road and spoke to the owner. They shook hands and off he went to make the aprons."

After Miller helped his neighbors out of a jam, so to speak, Miller's business continued to grow over the decades, and eventually began working with the film industry.



Will Stewart founded The Point.1888 based on the business principles of his great great grandfather Joseph Miller.



“The business evolved hugely over the following 130 years but always stayed close to the protective clothing and footwear market with manufacturing facilities in Borough until the 1980s,” Stewart says. “They supplied the Ministry of defence, numerous movie studios and most famously made the gauntlet worn by the first Robocop movies.”

While the family company wasn’t involved in licensing, the people running it had acquired a vast amount of experience in branding, marketing, and getting products to retail. That experience was a great boon to Stewart when he founded The Point.1888, a move so successful that it led to a consolidation of the family business.

“The Point.1888 was named in honour of the heritage and family values that existed then,” Stewart explains. “I founded my business in 2014 as a retail focused brand extension agency, and then in 2018, on the 130th anniversary, we decided to merge the businesses and focus further on the strategic and consultancy part of the industry to better inform the brand extension programs we were running.

“Today we deliver strategy and advisory work for new IP owners looking to enter the brand licensing industry, but

we also use our wisdom, knowledge, experience and perspective to build long term, sustainable revenue streams for our represented clients.”

As one gets to know Will Stewart, one learns he is a firm believer that everyone should do what they’re best at, which is also very often what they love doing the most.

So The Point.1888 has charted a very different course than other brand licensing agencies, in order to provide a broader range of important services to their clients.

The entire operation operates under a parent company called True Purpose Enterprises. The company says that True Purpose is “passionate about businesses being a force for good, through humans starting and growing true purpose-driven businesses, and using purpose as a central mission to disrupt big industries.”

Beneath the parents there is the original licensing agency The Point.1888, but there are also three other companies, each specializing in its own area. “We have always been very adaptable, and the new businesses were all driven by the needs of the consumer and the clients,” Stewart says. “The world is a strange place and there’s nothing more front end of

The Point.1888’s innovative licensing structure has made it a multiple award-winning agency, and fueled rapid growth.

marketing than brand extension. We build strong relationships with our clients, we have an outstanding reputation and we are noisy on LinkedIn, so we have constantly been asked to provide additional services over the years. “

The different divisions or companies include a retail consultancy called Spotlight.1888, which was founded in 2022; Story.1888, a creative marketing agency; and Eighty Ate, a brand licensing agency that focuses specifically on the food and beverage sector, and which was just founded in 2023.

“Story.1888 is our creative marketing agency, and it came about because we were always asked if we could help with Style Guides, assets, social media marketing, launch plans, campaigns and beyond,” Stewart says. “I have always followed the Richard Branson principal that, if you are asked if you can do something in business,

then always say yes and work out how to do it later. I always said yes!!!

“Story.1888 has been a huge rollercoaster, running a huge campaign for Tourettes Action, to partnering the much loved M&S Percy Pig sweet with Nails Inc.”

Another example of that philosophy is the origin of Spotlight.1888.

“Our licensing division (The Point.1888 & Eighty Ate) remains our core offering and biggest division, but it is driven by retail demand delivered by our retail consultancy (Spotlight.1888),” Stewart explains. “We were constantly being asked by retailers to help them understand the licensing market better and also were approached by IP owners and inventors who wanted us to help them get listings at major retailers.

So, we formalized Spotlight.1888 as a retail consultancy in 2022. Launching at BLE post-COVID was huge, and it has grown to be such an impressive business in its own right. Hannah Redler (co-founder of Spotlight.1888) and I have been so proud

to see this new business flourish.”

Story.1888 also plays a central role in the company’s overall methodology, as Stewart says many new products fail for a lack of consumer awareness, so he decided to ‘make his own noise.’

“Creating and crafting a single brand licensing agreement is incredibly difficult, it takes a huge amount of time and has thousands of other challenges along the way,” he points out. “Once something is actually launching, it always amazed me how little noise was made about this quite incredible, sometimes up to 18-month journey, so we decided to make our own noise.

“This is how Story unfolded and it’s journey has been so far reaching since then. Getting any marketing budget for anything out of anyone these days is very difficult. That’s because the market is tough and marketing budgets are so easy to cut first, but beware of not being noisy. It catches up with us all.

“When you go on the Tube in London (the

largest commercial advertising budget in the world), look at the brands that are consistently advertising on there – Coca Cola, British Airways, Jack Daniels – you’d think they wouldn’t need to advertise but they always do.”

Stewart says each of the companies has its own specialty, but they also work together in a synergistic manner, in the best interests of the client.

“The businesses perfectly complement each other and fit neatly together as our unique methodology,” he explains. “Strategically Informed - True Purpose - Retail Focused - Brand Extension. We are officially launching our new methodology at BLE this year.”

While the methodology may be new, the principles behind it go back to the company formed by his great great grandfather more than a century ago, which is the need to meet retail demand. Often, Stewart says, companies create a product for which there is no demonstrated retail demand, but like his ancestor, Stewart says customer demand



The Point.1888 came up with a brilliant cookware collaboration for top UK retailer John Lewis, by partnering with the gourmet Leon Restaurants.

has to come first, just like when Joseph Miller realized his neighbors needed specialized gear to protect their suits at the jam factory.

“We were founded as a retail focused brand extension agency,” Stewart notes. “Every agent needs to focus on demand (retail) not supply (brands) to build long-term sustainable partnerships.

“Retail is incredibly competitive,” he adds. “It always has been, but today it’s remarkable. We’ve never seen anything like it.

“Buyers have more choice than ever before, with practically every IP owner on the planet waking up to the power of brand licensing. We used to say you need to get something off the shelf to get something on it, but now we say you need to get two products and a supplier off the shelf to get something listed.

“It’s been a very difficult four years for retail, so being a trusted partner to explore new ideas with is vital for our group of businesses.”

Speaking of difficult years, Stewart is frank in describing the environment for retail and licensing since the COVID-19 pandemic caused the global economy to go off the rails, followed by the war in Ukraine, rising inflation and crashing consumer confidence, and the recession in the UK and parts of Europe.

“The economy is super tough,” Stewart admits. “Everything that has contributed to the current state of consumer products is a list as depressing as you could possibly read, and on the back of the COVID years it has made everything difficult.

“The reality is we are all in the same boat and we are all helping each other sail through to 2025,” he adds. “That said, 2025 looks very encouraging, and like most founders I am extremely optimistic. Seriously, 2024 is tough, H2 (second half) will be much, much better, and 2025 we can all hopefully enjoy ourselves again!”

Despite the ravaged economy, particularly in Europe, where companies are dealing with the fallout from the war on their eastern borders, The Point.1888 has



actually continued to expand.

Stewart says the main reason was that he was lucky enough to find extremely talented people to join him at The Point.1888, and to help run the new divisions at Spotlight and Story.

“I like to think we have a great reputation in the industry, and often people tell me how brilliant they think my team is, which is always very heart warming,” he says. “In fact it’s my favourite thing about running a business. Your reputation is defined by the people you work with, and in these difficult times, being able to call on recommendations and reputation to attract clients is extremely useful.”

But Stewart is quick to share credit with other agencies and companies who work in the licensing industry, who imagination and drive are constantly creating something new and interesting. He says the people he meets, even if they’re competitors, are a major reason he loves working in licensing.

“The variety of the people in the licensing industry is something we should all be extremely proud of,” Stewart says. “It’s the ultimate inclusive industry. We have a job for everyone and we welcome everyone into our world. It’s a wonderful industry to work in with such supportive partners to work with.

Variety is the spice of life,” he adds. “So, to get to work on flavor sachets in the morning and dildos in the afternoon is

exactly the type of job I like!”

The other part he likes is, in a word, LEGO, which Stewart credits with playing a major part in his decision to go into the licensing industry in the first place.

LEGO is such a favourite of mine, anything LEGO really,” he says. “The entire Star Wars LEGO program is probably why I wanted to get into the industry in the first place! I love their Indiana Jones and the Harry Potter ones too. The kids get expensive presents every birthday!

I also love trainers, so I love a trainer collab, and I love a bit of Adidas gear too, so LEGO x Adidas is right up my alleyway.”

TLL also asked Stewart for his advice to clients going into a new program or market. He says the key is to find either an agency or licensing executives who truly understand all the aspects of taking a product to market, and who know that retail is key.

“We are retail demand led,” Stewart notes. “Our licensing agreements are signed to fulfill demand that we have created for our brand owners with retail buyers.

“Spotlight.1888 talks to over 50 retailers every month, so we are constantly aware of what is going on in retail,” he adds. “We are always discussing partnerships with retailers to unlock new branded ranges for our wide range of represented brands and advisory clients.” ▲

Broad Street



By Gary Symons
TLL Editor in Chief

Anyone in the world of food licensing should know Broad Street Licensing Group. They are, after all, one of the top 20 licensing agencies in the world, and in the top two in the area of food and beverage licensing.

Last year, for example, Broad Street put together licensing deals that generated well over a billion dollars in retail revenue worldwide for the likes of Subway, Tony Roma's, SeaPak Seafoods, Farm Rich Foods and Hard Rock Cafe, just to name a few.

The agency celebrated its 27th anniversary in 2023, and we wanted to know how Broad Street got its start, and how it became one of the leading agencies in the food and beverage licensing space.

Apparently, it all started with a Creamsicle.

"I remember our first big deal very distinctly," said co-founder and CEO Carole Francesca. "We represented the Popsicle and Good Humor brands, one of our first clients. We licensed their Creamsicle brand into the candy category. It was a perfect fit for this iconic orange and vanilla ice cream.

Broad Street's idea to create a Creamsicle candy line for Unilever led to the agency's first major, and enduring, success.

"The line was called 'Creamsicle Twists', and it became a huge hit at retail," she added. "Nearly every retailer across the county sold the candies from Kmart (back when Kmart was one of the leading retailers), to club stores, convenient and specialty stores, as well as in movie concession stands. I'll never forget it because it was our first major deal in the food category."

Peter Cross, Director of Licensing at Broad

The team at Broad Street bring a sense of fun, and a passion for food to their work in food & beverage licensing.

Street, got up out of his chair at that point, and briefly interrupted our interview to grab a colorful box that turned out to be a large Creamsicle Twist package.

"You know how businesses will sometimes save their first dollar bill?," he asks. "Well, this is our first dollar bill; we've held onto it ever since."

The team has also held on to the lessons they learned from that very first, and hard won, success.

A quarter century ago, food and beverage licensing as we know it today, wasn't

really a thing. In fact, the entire industry of corporate brand licensing was in its infancy. Most companies did little more, as Francesca recalls, than “putting their name on T-shirts and coffee mugs and pens. It was mostly just promotional stuff back then.”

So, when Broad Street pitched the idea of creating licensed candy based on Creamsicle, brand owner Unilever had some doubts.

How a Creamsicle Kicked Off a Billion Dollar Business

“It took a lot of convincing to get Unilever to say yes to letting us carry the ball on this,” Francesca recalls. “Some executives said, we’re a big company, we could do that ourselves. And I’m going okay, yeah, sure. You can make anything, because you’re Unilever, but the question I want you to ask yourselves is, are you actually going to do this? And after some months going back and forth, they said, you know what; you’re right, let’s try this and see what happens. So we did, and it was a huge success.”

Francesca plays in the licensing world a little bit like Wayne Gretzky plays hockey. The idea is not to be where the puck is now, but to figure out where the puck is going to be.

Looking at the world of licensing in the early 1990s, Francesca saw most companies and independent agencies primarily representing entertainment and character properties, with very few working with corporate brands.

“At that time, corporate licensing was more along the lines of ‘we’ll make a line of T-shirts, sleepwear and coffee mugs and call it a day.’ At that time, licensing wasn’t about strategic brand extensions and it certainly wasn’t a part of their marketing and product mix.”

Francesca’s career began in entertainment licensing, working for companies like Disney, ABC-TV, United Artists and Columbia Pictures (now Sony). Francesca recalls, “Frankly, I was becoming bored licensing entertainment properties and found a new opportunity with Unilever, a company looking to extend their corporate brands into more strategically thought-out



categories. I knew that licensing could be a powerful piece of their marketing mix, and I spent the next eight years building global licensing programs for some of their most iconic brands.

That could have been enough for Francesca, and she could have continued to have a very successful career there, but she was restless and unsatisfied with corporate life.

“Laser Focus” on Food a Key Advantage for Broad Street

“I always wanted to start my own company,” Francesca explained. “So, at one point I said, you know, it’s time to do this. Take the chance. Don’t wait. Do it now. So I jumped in.

“My vision was to create a boutique

Creamsicle-flavored candy was the first major collaboration that really put Broad Street on the global map as a top agency.

agency that would focus solely on corporate brands. A place where I could use my passion and energy in building licensing programs without having the hassles of being an internal employee. I realized pretty quickly that you’re much more respected as an outside agency than as an employee. “All of a sudden top management was listening to what I had to say and green lighting projects. Not that being an outside agency doesn’t come with its own set of client challenges of course!”

Broad Street thought outside the box, realizing people in Japan craved American barbecue, and created the first product of its type for Walmart Japan.

Broad Street started with Francesca and partner Bill Cross and eventually grew the agency to a team of seven employees. While the agency saw success early on, the partners also started thinking about their chosen niche the way Wayne Gretzky plays hockey. They wanted to go where the puck was going to be, so they could be the first ones in.

“When the agency opened its doors in 1996, we were lucky enough to land our first three clients pretty quickly. But we were constantly talking about how to carve out our own niche; how to do something that the other agencies were not doing. Let’s figure out the next direction licensing might take and go there. Don’t try and do what everyone else is doing right now,” she said.

“Food and beverage licensing was very nascent at that point, and most agencies and companies weren’t thinking about licensing into the food category in a big way. Sure, there was always what I call promotional food licensing where a character would appear on a soup can for a limited time,” Francesca explained. “It took a lot of work convincing companies that extending their brands meaningfully and strategically into the food category could be impactful and important, but we knew we had identified a significant category and ran with it. We took big risks, put in the hours and built our agency client by client. And it worked.”

Peter Cross, Director of Licensing, came to Broad Street from the world of PR, having spent several years working in agencies in Boston and New York. One of the things that attracted him to the agency was that its laser focus on food and beverage gave Broad Street a level of expertise that others couldn’t match.

“Up until very recently in the historic timeline of licensing, people really hadn’t been paying attention to food and beverage,” Cross says. “There are plenty of agencies out there who are more generalists, representing many different types of properties whether it’s entertainment,

TONY ROMA’S



character, brands or sports. And some, more recently, have also moved into the food and beverage space. But food and beverage is something that we’ve always laser-focused on and, over the past two decades, have built a unique expertise in that sector.”

“We’ve represented large companies, smaller but impactful brands and everything in between—from Subway and Burger King, to Rich Foods and Tony Roma’s—all who have trusted us with their brands to execute their vision. And I think our specialized expertise is what has kept us a top 20 global agency for so long.”

Francesca agrees that Broad Street’s “laser focus” is a big part of the agency’s success, but the other half of the equation is due to the team’s ability to innovate and think outside the cereal box.

For example, several years ago, Broad Street was working with the Tony Roma barbecue restaurant brand, and discovered that people in Japan love American barbecue cuisine.

“It’s a great market because they love to bring home a piece of the American experience, and they particularly love the unique flavors of American barbecue. Interestingly, our research showed that, despite their love for it, there was no strong American BBQ brand on store shelves,” Francesca said. “So we approached Walmart Japan and worked out a retailer exclusive for Tony Roma’s. It was the first exclusive restaurant license Walmart had ever done in Japan.”

Broad Street’s stellar work with Tony Roma opened up an entire new market in Japan for the BBQ brand.

But Broad Street went far beyond just creating the idea and writing up the licensing contract. “We dove headfirst into this project, working closely with the Walmart Japan teams, identifying the right companies, touring factories and researching taste profiles unique to the Japanese market.

We brought over Tony Roma’s chefs who worked in Walmart’s kitchens to develop lines of both frozen and refrigerated BBQ meats and sauces. It was a wonderful collaborative effort and was launched at retail with tremendous success.

Cross says it’s the opportunity to build those types of creative, impactful programs that makes it exciting to come to work every day.

Passion for Product the Secret to Broad Street’s Success

While many people see the work of licensing agencies primarily in terms of pitching deals, writing contracts, and sorting out the technical details between the partners, Broad Street sees its role as a partner in the development of every client’s program.

“Some of my friends who are in different industries, have jobs where they don’t get

to see the results of their efforts, whereas here, we take on a project and we're in deep, making sure that the products represent the brand in the right way, that everything is compliant, that the packaging looks fabulous and the product tastes great. We want consumers to take it home, really love it and come back to the store for more," Cross says. "It's knowing that I can go to a grocery store, see our clients' products on shelf and see that people are buying it and loving it. That's what keeps my heart beating in this industry every single day, is seeing the end result of that process."

Francesca agrees, saying, "That's the core of it for me as well, developing the program and working on it to be as creative and impactful as possible. It's a joy when it all comes together. That's one of the reasons that I started this agency in the first place; because I love working with brands with our team from the very beginning, and seeing it all the way through."

Broad Street Also Working in Manufacturer Representation

In addition to its brand representation services, Broad Street Licensing Group also works with manufacturers to acquire brands for their product lines. The agency has built up a wealth of knowledge about manufacturing and what they need to succeed in getting their products onto retail shelves and into consumer's shopping baskets.

"Years ago we began getting calls from manufacturers: 'Hey, can you help us



find a license? Can you help us acquire a brand?" Francesca recalls. "And we thought, yes, this is definitely in our wheelhouse. So we developed a whole new side of our agency's business that represents manufacturers, identifying and negotiating licensing deals with other brands."

A good example of their work in that area involves the company BIC USA, the world's leading manufacturer of disposable lighters. BIC is known for its seemingly unending number of licensed lighters in nearly every fan category, selling its products across the country in every retail outlet. Most of this is due to BIC's nearly two decade-long partnership with Broad Street.

"BIC was our first client on the manufacturer representation side of our business. They wanted to aggressively expand their lighters with properties

and brands that would excite consumers and move more product and hired us to identify and negotiate those deals for them," Francesca says. "We love our long-term partnership with them, which has allowed us to acquire true fan-favorite properties from the music, entertainment, sports, art and brand categories.

"We've loved doing that, because we really get to dig deep into the manufacturing process," she said. "As an added bonus, it's been interesting to work on the other side of the desk, negotiating deal with other agents and property owners. It's given our agency a more realistic and holistic look into what each side is looking for from a partnership. And it's sometimes quite the experience learning what agents (like us!) put manufacturers through!"

That said, the Broad Street team says creating partnerships in the food and beverage space is what drives them every day.

"Food is a passion of mine and has been since long before coming here, so being able to bring good tasting food and beverages to people is something that's really enjoyable to work on," says Cross, who also co-hosts The Royalty Report, a show on YouTube about brand licensing and food. "I think at the end of the day, what sets us apart is that we are very passionate about what we do in the food and beverage space. It's where we live all day, every day." ▲



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Little Bites

Hobbs Bobba

Dove

TAPATIO

Jet-Puffed

JELLO

[yellow tail]

THOMAS

Brand Central



By Gary Symons
TLL Editor in Chief

Already one of the world's top 10 licensing agencies, Brand Central is best known as a leader in food and beverage licensing but has expanded into many new services including: manufacturing, ecommerce, and trend intelligence.

That expertise came about because Brand Central has been intimately involved in the consumer packaged goods sector for many years, bringing several major new product lines into the market, and working with their partners from conception to the checkout counter.

The company was a pioneer in the food and beverage licensing space, putting together major deals at a time when virtually no one was doing food and beverage deals. It all started when Kellogg's signed on as Brand Central's first food and beverage client in 2005, and over the next 18 years, the company has worked with many of the world's largest companies in the sector, including Dr Pepper Snapple Group, Kraft Heinz, Bimbo Bakeries, Mars Wrigley, Krispy Kreme, Tapatio Hot Sauce, Mondelez, and many others.

Incredibly, Misher says, "We have represented 35% of the top 30 national

The Brand Central goes airborne, jumping for joy after another phenomenal year of growth for both their clients and their company.

food brands. The trust of many food, beverage and restaurant clients entrenched us as experts in a specialized strategic industry that requires extraordinary proficiency. "Because of our deep experience working with CPG companies and restaurants, we continue to work with new CPG companies, speak their

'language', and understand their internal corporate needs and issues. Concurrently, we represent food manufacturers to help acquire licenses which has provided them invaluable insights into how food companies operate from the manufacturer perspective."

The real key to that record of success, Misher says, is no secret—it's all about finding, hiring and keeping the best people, with the right experience, and fostering a culture of innovation.

"Brand Central is filled with experienced veterans who have CPG experience, understand the nuances of food and beverage licensing, and deliver a breadth of meaningful relationships with leadership at major food and beverage companies and retailers, both big and small," Misher says. "For example, Janna Markle was brought on seven years ago, a 30-year licensing industry veteran who pioneered food licensing at TGI Friday's and Jack Daniel's. She has extensive experience in food and beverage product development, crafting strategic plans for brand extension and front-end innovation which supports our CPG clients."

That latter point is critical, Misher says, adding that anyone who wants success in the sector must have a deep understanding of the complex, difficult process for creating consumer packaged goods. Because Brand Central is made up of industry veterans, they can become a valuable part of the process of CPG development.

"Our team understands the inner workings of the stage gate process most CPG companies use—including consumer research, food innovation, food safety and quality assurance—and we have experience working collaboratively with brand teams, innovation and food scientists," Misher adds. "Our depth of knowledge, top-to-top relationships, and passion for the category have been key differentiators for Brand Central, because we have developed methodologies and ways of working with food brands that ensure success."

Just as one example, Brand Central forged a partnership with PepsiCo's Dorito's brand and Tapatio Hot Sauce,



for a unique Tapatio Doritos product that has sold phenomenally well for over 10 years. "We also partnered Keurig's The Original Donut Shop with SNICKERS and TWIX Coffee K-Cup pods that flew off the shelves this year and surpassed projections," Misher says.

Brand Central also capitalizes on that success by attending all the key trade shows in the food and beverage industry, such as Fancy Food, IDDBA, NACS and the Sweets & Snacks Expo, as well as industry meetings and conferences, where its market intelligence service has made the company a thought leader.

Brand Central has not only been an expert in licensing out brands into new product categories, it has been helping companies acquire licenses for over 15 years.

"Brand Central is skilled at identifying trends and that led us to make a savvy decision during the COVID-19 pandemic," Misher recalled. "We saw manufacturers desperately trying to maintain their businesses during the years of lockdowns, restrictions, and logistics logjams. We strategically decided to accelerate our manufacturing representation business during Covid, as many manufacturers were seeking ways to grow their business during that challenging time."

Challenging yes, but Misher says in those challenges Brand Central saw

As one of the first and now largest food and beverage agencies in the world, Brand Central has put together hundreds of new product lines for its top tier clients.

opportunities for their clients, allowing them to make moves that in many cases resulted in revenues increasing rather than falling.

"Rising prices, supply chain issues and retail consolidation created a need for highly recognizable brands in everyday products, particularly in the food and beverage space, from powdered drink mixes to baked goods, snacks and alcohol," Misher explains. "The idea of not being able to go out, let alone travel, led to consumers creating fun, happy spaces at home with products and brands that brought them joy."

This acceleration of clients and revenue led to the creation of an enhanced team at Brand Central, dedicated to the manufacturing end of the business.

"Two years ago, we hired an industry veteran, Liza Abrams, who spent the last 15 years acquiring the top licenses in the industry and we built a team around

her,” said Misher. “As we got recognition for the disruptive partnerships we were executing, even more manufacturers came onboard seeking consulting and opportunities to integrate their brands into cultural conversations. Liza’s experience with in-bound licensing in a multitude of categories and relationships across licensors meant she was uniquely positioned to handle a diverse group of clients.”

In retrospect, Misher says that was a critical decision, both for Brand Central and its clientele. “The effort to scale this division has been a huge success for Brand Central and its clients, providing the agency with exponential growth in the sector,” he said. “Our manufacturer representation business has doubled in the past year.”

One of Brand Central’s long-time clients, the manufacturer Jel Sert Company, was lucky enough to enjoy some major successes the agency brought them through the new team, and continues to dominate their category.

“We have worked with Jel Sert Company for over 15 years and helped them acquire many successful licenses for freezer bars, gelatin and powdered drink mixes,” Misher says. “Our long-term strategic partnership together has helped Jel Sert solidify its position as the leader in the

The combo of a glazed donut with an ice cream sandwich was a top seller for Brand Central client Entenmann’s.

powdered drink stick and freezer bar categories. Brands we helped acquire include: Sonic Drive-In, SKITTLES, STARBURST, Margaritaville, and many more.”

Those successes were really what brought more manufacturing clients into the Brand Central fold, and Misher says the sector is now a major part of the agency’s business.

“We are fortunate to now have a roster of over 15 diverse manufacturers, from premium underwear to large appliances, and we’ve scaled our business to keep up with growing interest from manufacturers,” he added. “Companies across various industries view acquiring brands as a means to expand their footprint at retail, bring awareness to existing brands and expand into new categories of business. And in a world where there is still a lot of uncertainty at retail, having a branded product gives the consumer a sense of confidence in their purchase.”



As global CPG brands looked to Brand Central to help them with more of their overall marketing mix, Brand Central’s team found themselves naturally stepping in to help.

“We have spent the last 10 years expanding our capabilities and services, so

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we are able to service our clients in various ways to meet their needs and expand their brands,” Misher says. “We added an ecommerce division to provide direct-to-consumer shops that help promote brand initiatives or to develop permanent virtual storefronts for their branded products.”

That service quickly resulted in successful new initiatives for Brand Central clients. “For example, we launched the “Baby Nut” shop for the Planters brand in support of their Super Bowl ad campaign,” Misher recalls.

“Brand Central also has an incredible creative services department that creates style guides, packaging, and mockups to support our clients and companies in need of great design work.

“Finally, our trend intelligence service enables us to forecast categories and products that are trending and guide us on where to expand our client’s efforts in food and merchandise brand extensions.”

That intelligence service is now a key service offering. “Our agency offers a popular trend intelligence service, Brand Central Insights, where we provide trend consulting to retailers and other companies to help them use trend forecasting as a tool to drive growth,” Misher explains.

“We identify movements that are beginning to percolate in pop culture and help our clients capitalize on them for their business. Clients use these insights to develop new products, new strategies and acquire licenses with brands and influencers that help differentiate their product lines.”

“We also work with clients to provide custom recommendations or “action items” that suggest how these trends can be leveraged into their current offerings and how to use trends to drive revenue.”

With the growth in licensing, retail, manufacturer representation, and trend services, Brand Central’s greatest challenge probably has more to do with handling its own rapidly expanding client base. In addition to the key hires mentioned above, Brand Central again expanded its team in November, promoting three team members while advertising for additional staff.



“The promotions have elevated many of its core team to new positions which recognize the hard work and expertise of the team,” Misher said.

Lexi De Forest, a seven-year veteran of the agency, has been promoted from Senior Licensing Director to Vice President, Business Development. De Forest was recognized for her leadership in the organization putting together many strategic partnerships and collaborations which have generated significant revenue and positive brand impressions for Brand Central’s client roster, including Mars Wrigley, Tapatio, Black Paper Party and more. In her expanded role, De Forest will lead the agency’s outbound Business Development efforts across the client base.

Bri Kessler, who was named “most influential newcomer” by License Global, was promoted from Senior Licensing Manager to Licensing Director for her contributions to the Mars Wrigley business.

Brand Central’s work on the super-spicy Tapatio flavored Doritos chips was another big winner for the US licensing agency.

Finally, Hebe Moore was also elevated from Licensing Coordinator to Associate Licensing Manager and will move into a licensee management role.

“We continue to nurture the amazing talent we have at Brand Central, and we are proud to recognize the substantial contributions these key individuals have brought to the agency,” said Misher. “We are excited to expand their roles in the organization and their promotions also pave the way for several new open positions we are eager to fill with new Brand Central team members.” ▲

Firefly

By Gary Symons
TLL Editor in Chief

As the editor of The Licensing Letter, you can imagine I get my share of spam.

But no one has spammed me like Cynthia Modders, the owner, founder and self-described 'Super Fly' at Firefly Brand Management.

A few days after I mentioned in conversation that our family has a tradition of making weird recipes from Hormel's canned Spam at our cabin every year, a package arrived at our door. It turned out to be a copy The Ultimate Spam Cookbook!

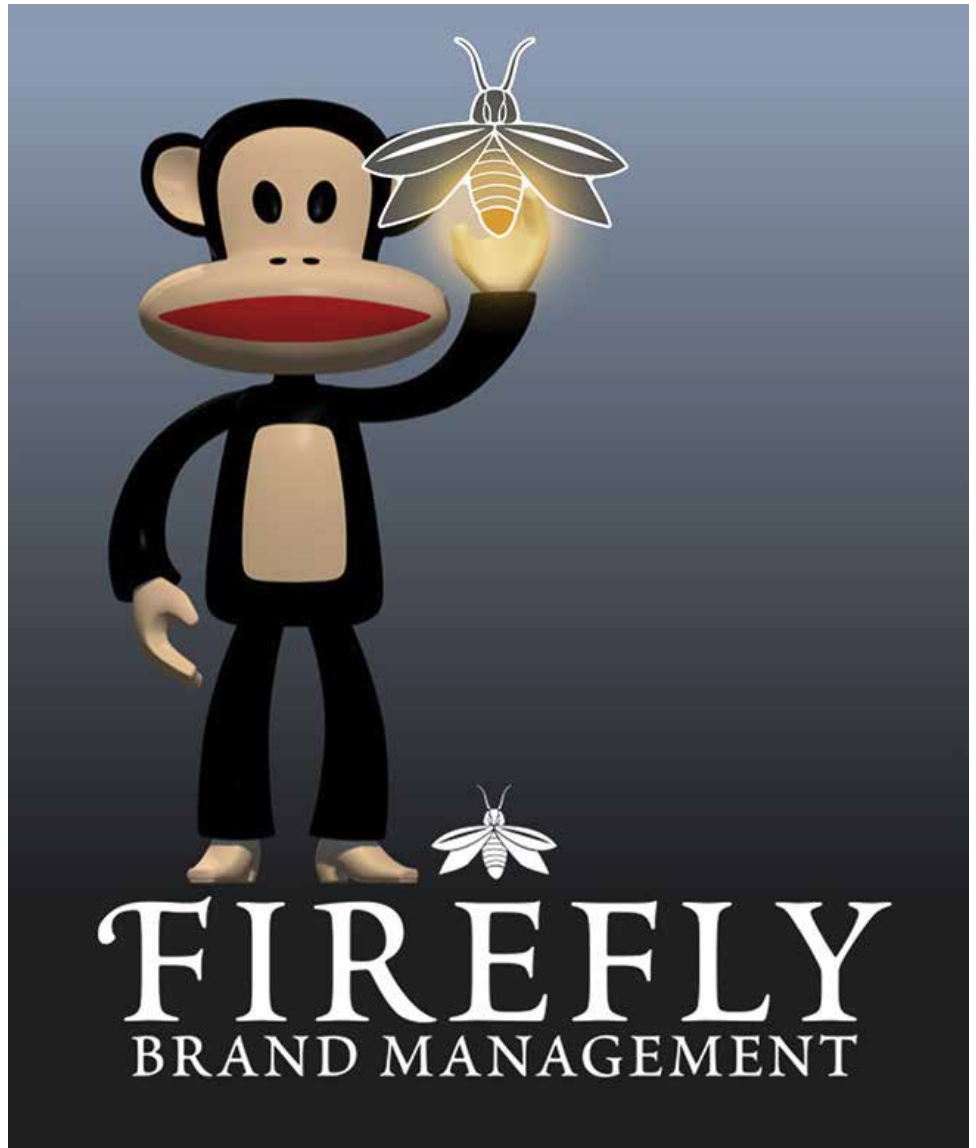
It's that kind of connection that has made Firefly a success in the hyper-competitive world of brand licensing and management.

Modders herself tells me that relationship building is the most important skill she values as the head honcho at Firefly.

"If I were to point to one thing that has made us successful, I'd hearken back to the importance of having good relationships," Modders says. "People want to work with good people, and so having those relationships with people always comes back to you in a good way.

"We understand the value of the licensee and the manufacturer and what they bring to the table in terms of their distribution and the investment they're putting forward, so we really try to work from a very collaborative place, and people like that," she adds. "As well, no one wants to take a really huge risk with someone that doesn't have their back; they want a partner who's going to work right alongside them all the way, and I think that attitude is our biggest advantage."

Firefly is also a company that really looks at the deal and decides if it is best for the property/brand, regardless of the revenue upfront. "We never want to do something that quickly ends the life of a brand," Modders says.



She started the company after working at major licensors like the merchandise divisions at Mattel, NBCUniversal, Fox, SEGA, Viz Media and CapCom.

While the regular paychecks were great, Modders wanted more out of her work life, including some control over the long-term trajectory of her career.

"To be quite honest, you can get caught in that hamster wheel of having the nice fat pay check, but in those higher positions

Firefly is the licensing agency that puts the 'Pop' into Pop Culture, working with both new and long-established brands.

you usually have a two to three-year contract, so at the end of that time, maybe you're going to be renewed or maybe you're not," she explains. "You're always

having to chase that, and I didn't want to do that anymore."

At Firefly, Modders can choose which brands she works with, and that's often based again on the personal relationship and whether there's an alignment of values and ideas.

Early on, Modders earned contracts with a number of strong brands, including the artist Paul Frank and Hormel, the maker of Spam and a wide range of other products. These two brands helped Firefly as a licensing agency get off the ground.

"I had the good fortune of meeting and pitching to Mossimo Giannulli – who was a part owner – and Paul Frank, and they were looking to develop the brand into licensing," Modders recalls. "They had their own Paul Frank stores, but they wanted to get away from that model. Frankly, Mossimo took a chance on me, and he said, 'Look, I have bigger agencies coming to the table', but something connected with us, so he said, 'I'm gonna give you a shot. And that really helped Firefly propel itself into being a successful agency.'"

The same thing happened with Hormel, which is a massive brand in the food and beverage space, and could attract any licensing agency they wanted, but they chose Firefly along with our partner Games People Play.

The company's management and Modders both have a sense of humor and whimsy, and together they focused on creating



Cynthia Modders



really innovative products and campaigns.

One was a campaign they launched with fellow Firefly client Sanuk, a surf footwear brand in Hawaii, which put out a slip-on loafer branded with the famous rectangular can, knowing Spam is hugely popular and part of the culture.

"You can't go to Hawaii and not see Spam and all the Spam lovers," Modders says. "We took a page from that book, and early on we went after some collaboration partners that resonated in the Hawaiian surf culture, we did some really fun things like that, and of course, your typical fan-base merchandise. Everybody wanted a Spam T-shirt and a hat."

To this day, you can still find the video Quiksilver did with surfer Andy Nieblas, just called "Spam," that highlights the ultra chill performance surfer's relationship with the waves, and with a full Spam and eggs breakfast.

Another top collaboration for Hormel involved the eternally popular Hello Kitty franchise.

"We did this Hello Kitty collaboration, and oh wow, it really took off," Modders recalls. "We put together these little musabi (sushi) kits, so you would get the kit and you could make a musabi that



looks just like Hello Kitty, with the ears and the spam and the rice and seaweed wrapped around it, and it was so cute!"

Another long-time client with Firefly is Bob Ross, who has become one of the most successful pop culture brands in the world. Everybody loves Bob Ross!

"Possibly our biggest success has been with Bob Ross and The Joy of Painting show from his days on PBS," Modders says. "We took Bob Ross as a brand and looked at all his attributes, and the one we kept coming back to was not just his art – it was his kindness as a human being. He's got a very soft demeanor and he's got a certain coolness just because of who he is as a person, he's so authentic so we were able to light up more than a hundred licensees if you can believe that, with a lot of them really resonating in the pop culture space."

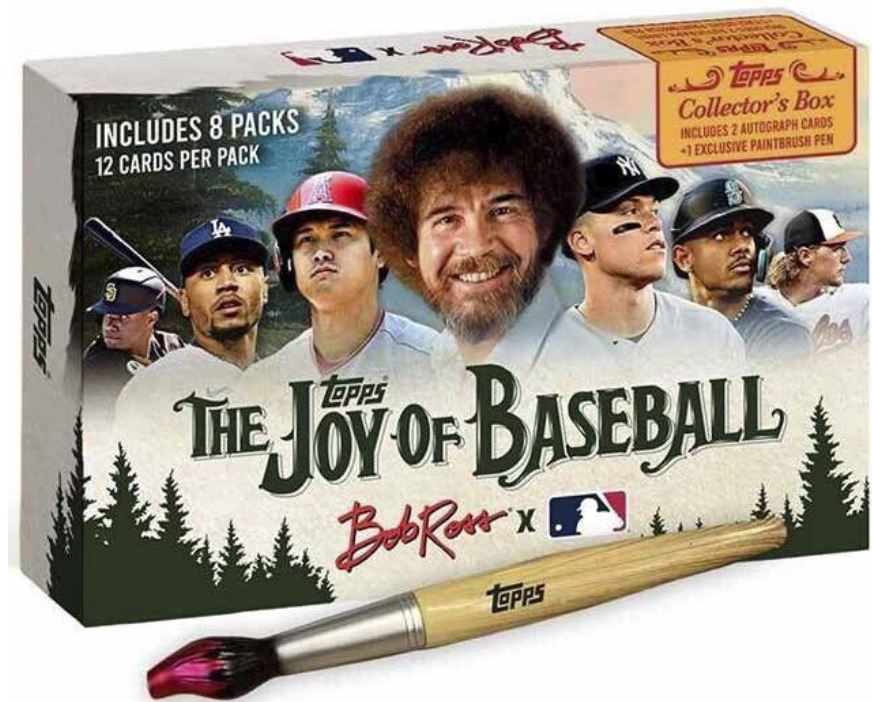
Even today, many people underestimate the power of the Bob Ross licensing program, Modders says, and many are shocked to hear some of his paintings have been valued at in the millions.

"I'd say Bob is the best kept secret in the licensing business," Modders laughs. "We started working on the Bob Ross account about six or seven years ago, and when we were pitching it, we had a lot of licensees saying, 'who are you talking about?'"

"And I'd say, you know, the guy with the afro, he paints happy little trees, mountains, just trust me, let's work out a deal and you'll see! He actually has a very wide demographic. So some did, and we started to see it snowball, and now people are saying, 'Oh yeah, Bob Ross! I'm seeing Bob Ross stuff everywhere!'"

Behind the success of Bob Ross is a lot of strategy and thought that went into creating collaborations that could constantly boost the brand, and that started by working with licensees in the collectibles space.

"We didn't just go out willy nilly signing anyone we could," Modders says. "We were strategic about it, and our thought was, if we can strike a chord with the key licensees in the collectibles space,



and elevate the brand and bring on that coolness factor with companies like Funko Pops for example, then that would add value to the brand overall, and that's exactly what happened."

For example, Firefly negotiated a deal with the celebrated ski designer Jason Levinson for a numbered, limited edition series of

650 pairs of skis with Bob Ross paintings, all of which quickly sold out. More recently, Firefly negotiated a collaboration with Topps Trading Cards for a series called The Joy of Baseball, with Bob Ross images on the back featuring Major League Baseball players.

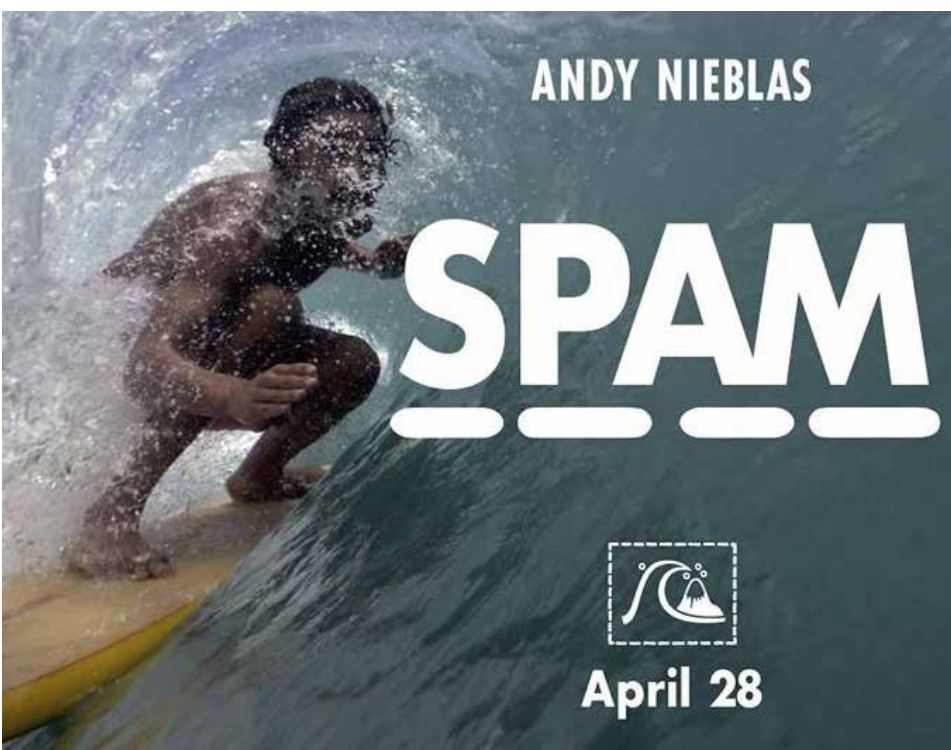
"We launched that in October last year, and it just blew the roof off," Modders says. "It was amazing."

It's those seemingly oddball collaborations, in fact, that Modders says can set Firefly apart, because the agency's team is constantly on the lookout for new people, companies and brands who have fresh ideas.

"My team and I live and breathe this business 24/7," she says. "We're at almost every trade show uncovering new people and new ideas, not just always going back to the same licensees and manufacturers, and as a result, we get some unexpected home runs."

"Another Bob Ross deal is a good example, where we went to a housewares show, met the people from a paint company, and signed a Bob Ross house paint deal," Modders says. "We thought, let's take Bob's Titanium White that he uses to paint with his Crimson red, and transfer these into a themed paint collection."

At the moment Firefly is bringing on





three new properties that will be open to licensing in the coming weeks and months.

Another one is Rebecca Bonbon, a new design-led fashion brand by the creator of Hello Kitty! Like that venerable brand, Rebecca is another cute critter, a French bulldog and fashionista from Paris, who lives in a plush NYC apartment overlooking Central Park.

The second is bringing back the Bozo the Clown character, who was hugely popular in the 1960s, and whose IP has been purchased by the actor David Arquette. "He just loves the brand," Modders says. "He wants to inspire silliness, kindness, your inner clown, and so we're strategically brainstorming about different avenues and entertainment. You know, Bozo was one of those characters that can go the gamut with both kids and adults because so many people grew up with it. We love working on legacy brands!"

And finally, Firefly is working on a major new client that Modders won't reveal until the team is ready for the big launch ... which is an awfully cruel way to torture a reporter!

"It's a really big company with a really well-known IP that is going to have a ton of support in a multi channel kind of way,

which is video games, TV, movies, the whole thing," Modders says. "It's really cool, and hopefully we can announce it to you soon ... but for right now, you're just going to have to wait!"

In addition to working with large, well-known brands, Modders says part of Firefly's DNA is taking a chance on brands who may not be well known now, but who have that spark of genius that can turn them into a well known brand.

A good example is the professional skateboarder and two-time X Games champ and Tampa Pro Am winner, Greg Lutzka, who has built up a massive following on social media.

"Not everyone knows Greg, but he is a huge star in the skater community, and he's also a great guy with a big personality and a huge following," Modders says. "So we just took on this partnership with Greg, who's like the up and coming Tony Hawk, and now he's got a skateboard collection at Walmart (plus Amazon, Target and Academy Sports), and we're right now building out a collection of apparel and accessories that hopefully will also be placed throughout Walmart stores.

"The point here is, we think the best partnerships aren't always with who's

the biggest right now; it's about choosing the right people to partner with, and sometimes that means taking chances," Modders adds. "It's often those very deals that you're the most proud of when you look back at them years later." I also have a soft spot and love helping people who are struggling in this industry to get them on the right track.

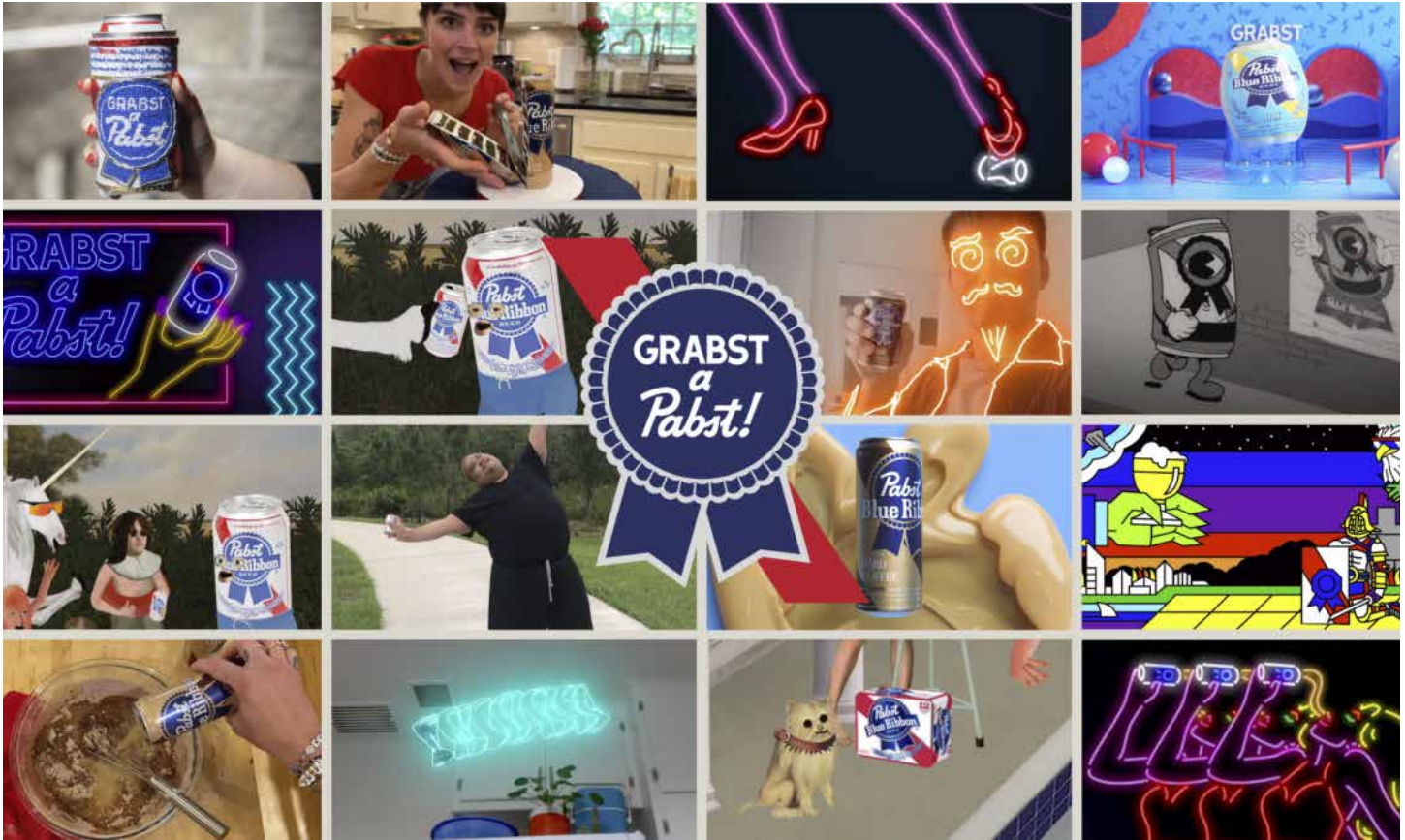
Modders says many of the people she works with today came to Firefly from much larger agencies.

"I've gotten a few really great deals like that because they felt they got a bit lost in the shuffle, or there wasn't that personal relationship," she says. "People want to know that you really are their brand ambassador and that you are passionate about them and their brand.

"I mean, I've turned down many deals that I didn't think were right for the brand, so we are completely driven by what's good, what's strategic, and what's best for our client.

"I mean, if you ask me what are the three biggest secrets to what we do, I would say it's 'relationships, relationships, and relationships'. That's really the business we're in." ▲

Licensing Haus



By Gary Symons
TLL Editor in Chief

In a world where e-commerce is rapidly overtaking physical retail, brands who want to get ahead would be wise to speak with the California-based brand experts at Licensing Haus.

Run by former CPLG expert Maria Alcaide, Licensing Haus is not only one of the world's top licensing agencies, but is also considered a leader in the specialized field of helping brands navigate the world of e-commerce.

Alcaide says there are a number of reasons Licensing Haus has been so successful, including its focus on growing e-commerce sales, and a bespoke, 'white glove' approach to working with its clients.

"I would say our key difference is at the service level," Alcaide says. "We keep our roster small to ensure we offer a white-glove level of client service and strategy. Our primary goals with clients are to deliver and execute stellar, best-in-class strategies, but also

to guarantee that our clients have a streamlined and efficient workflow, so that when the program is running, it's never a workload burden to our client.

"Additionally, we have developed a set of metrics that help quantify not just the revenue, but the marketing benefits of their individual licensing program, which creates tremendous benefit visibility for our marketing-focused clients."

In addition to its focus on providing better service to fewer clients, Alcaide says Licensing Haus brings additional advantages because the team understands how to grow revenues from e-commerce initiatives, a skill set that many other agencies are still struggling with.

"When I first started, there was a huge disconnect between licensed brands and the e-commerce world," Alcaide explains. "Much of licensing was still heavily reliant on brick & mortar, with rampant online infringements and very little promotion by brands.

“However, my experience as an expert seller with Amazon showed me the extreme benefits that could come from mastering online product search,” she explains. “I wanted to marry this knowledge with the traditional licensing expertise to see if we could create a more powerful marketing and licensing hybrid model for iconic brands.”

“It’s been quite a few years since that start, and we’ve since evolved our expertise to other areas of brand licensing monetization in the online world, such as affiliate marketing, keyword hacking and more.”

For example, Licensing Haus will often take charge of creating brand-owned and managed profiles on the world’s largest e-commerce platforms, such as Amazon or Walmart.com. As well, the company is adept at probing the major online marketplaces for brand infringements, thus protecting and enhancing the value of various licenses.

Of course, brand licensing representation is at the core of what Licensing Haus is all about, and Alcaide says she actually got into licensing because it personified her own interest and expertise in negotiation and marketing.

Alcaide started her career as an energy trader and later as a consultant for Accenture, before moving on to Sony Pictures in their film acquisitions group, and later building Sony’s first fitness media label. That brought her into the world of licensing and motivated her to jump into a full-time licensing career, joining a large licensing agency in 2012 as the VP of licensing and strategy.



“I’ve always had a keen interest in the consumer product industry and throughout the earlier stages of my career, I seemed to keep brushing up against the licensing industry through my experiences in entertainment and starting several successful CPG (Consumer Packaged Goods) companies,” Alcaide says. “When I delved deeper, I realized this industry is unique in that it thrives on the combination of deal-making, marketing strategy and creativity, all at record speeds. In short, this is what I consider my sweet spot!”

“From then onwards I was hooked and jumped careers to a licensing agency. Before I knew it, I spun off to form Licensing Haus which gave me the flexibility to create our own set of best practices in licensing program growth and management.”

Alcaide founded her own agency Licensing Haus in 2017, which very quickly grew to be among the world’s top licensing agencies. In doing so, Alcaide pursued what may seem a counterintuitive strategy, by avoiding the signing of too many clients, and instead remaining laser focused on looking for the right deal, and getting the maximum result from each collaboration.

“Having a natural intuition and interest in the market keeps us on top of predicting what could come next, what’s the next pop culture moment and how brands can relate to each other collaboratively,” Alcaide says, in explaining her philosophy. “The second piece is simply keeping it efficient. I see a lot of partnerships that are only able to deliver a fraction of what it could be and, unfortunately, it’s usually due to an inefficient workflow and communication that bogs down the respective marketing team’s systems.”

Instead, Licensing Haus puts more focus on each collaboration, ensuring the efforts of the marketing, retail, distribution and creative teams remains streamlined, efficient, and effective.

Another key to success, Alcaide says, is in being picky with the clients you work with. It’s not only in choosing a great brand, she explains, but also choosing a brand that fits your own skills, interests,



Maria Alcaide is a licensing star, but also knows the world of online sales inside out.

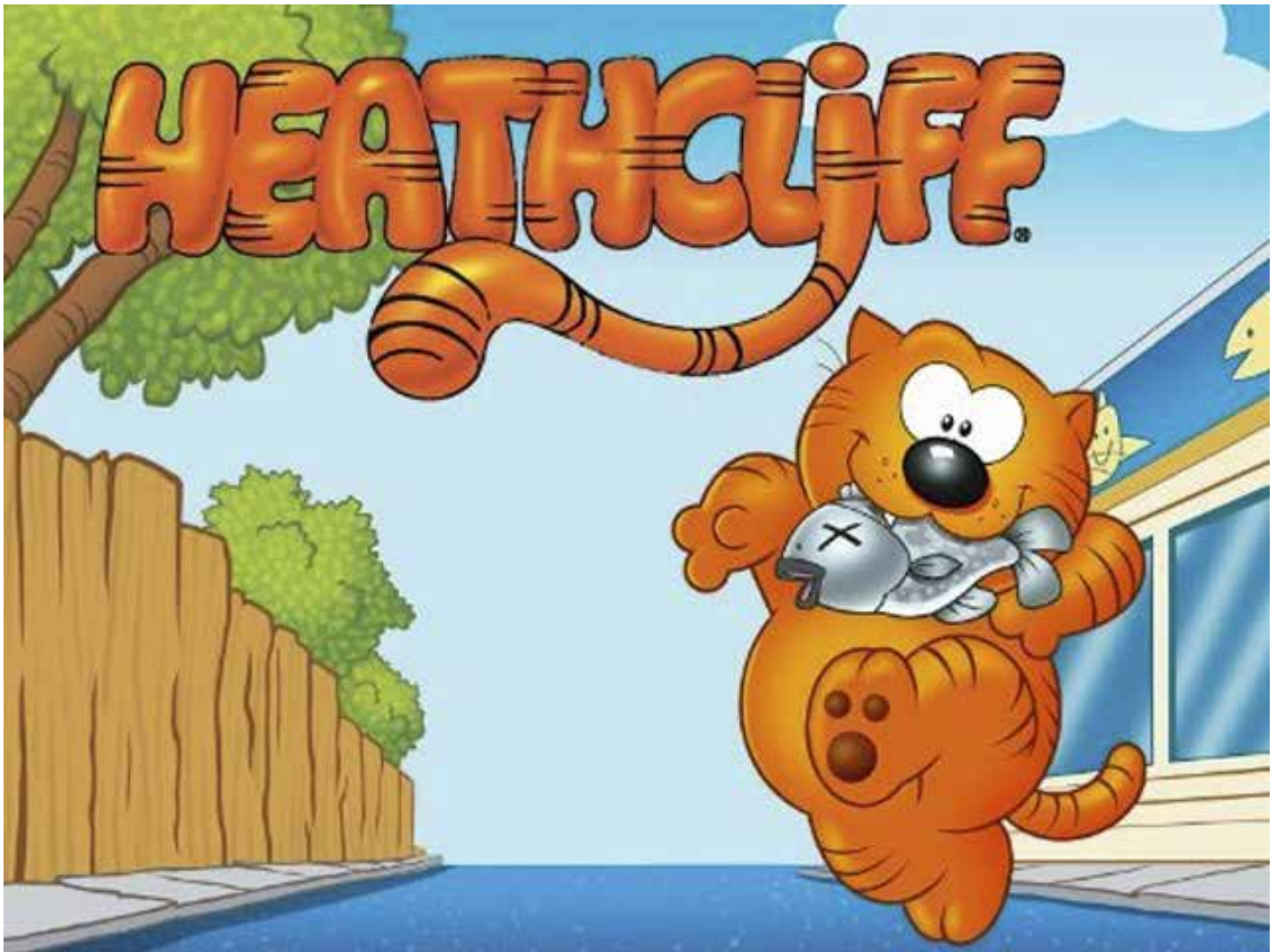
and the way you work. A good fit between the licensing team and the client’s marketing team, for example, can be more important than simply signing up a large client.

“We love iconic brands that blend nostalgia with modern relevance,” Alcaide adds. “This, paired with a creative and energized client team, sets us on a path to success that we seek out when deciding which clients to work with.”

The client list for Licensing Haus leans heavily toward the food and beverage category, particularly including some of the top alcoholic beverage producers on the planet, including Pabst Blue Ribbon, Colt 45, Lone Star, Olympia, Strohs, Schlitz, and Old Milwaukee, but the company also represents restaurants, like the IHOP chain, characters like Heathcliff, print publishers like Reader’s Digest and the digital publisher Taste of Home, and on the celebrity side, John Wayne Enterprises.

Another thing that sets Licensing Haus apart, obviously, is that it is a women-owned and led business. To be sure, the licensing industry has a higher percentage of women-owned companies than most sectors, but Alcaide says being a female business owner always brings its own challenges and opportunities.

“There were blockades or missed



opportunities that came with gender, some consciously and some unconsciously, the same as most other industries," she says. "But I would say my key to building a successful agency is to just stay focused on outputting good work, day after day with clear goals in mind."

On the other hand, Alcaide also says having a female-led team brings potential advantages as well, which may explain why the world of licensing and marketing has a higher proportion of companies founded and/or led by women.

"I think client and licensee management is built on having a good read on people and being able to think a few steps ahead to make sure both the client and licensees' needs are met before they realize they need them," Alcaide says. "If this is a more female-centric trait, then perhaps,

but it's a subjective benefit, as I do believe that licensing as a whole attracts some of the friendliest, most energized group of creative thinkers out there, regardless of gender."

If there is one thing above all that Alcaide thinks will lead to success in licensing, it's loving what you do, and taking that enthusiasm to work every day. Alcaide says the thing she loves the most is when an idea strikes her, and the team is able to turn it around into a new product line in an amazingly short time.

"It's that ability to act on so many varied ideas, which come to me all the time," she says. "That's what I really like.

"For example, last week I was out shopping, a new product caught my eye that sparked a licensing idea for a client. I immediately pitched them and we're

While Licensing Haus is best known for its work with alcohol brands, the agency is now working with the hilarious Heathcliff comic franchise, with new deals already in the works.

already about to close on it. The flexibility and execution speed in licensing is unmatched!"

Anyone interested in learning more about working with Licensing Haus can contact the company directly by email at hello@licensinghaus.com, or by phone at 310-953-0197. ▲

Markettcom



By Gary Symons
TLL Editor in Chief

Expanding a brand into a new territory can be tough at the best of times, but much more difficult when you're in a region where you don't speak the language, or are not familiar with the culture.

That's why many brands and licensing agencies partner with local agencies who literally grew up in the region, and know it inside out.

In the Middle East, perhaps the top agency is Markettcom, which is currently representing 20 brands in the MENA (Middle East-North Africa) region.

Markettcom was co-founded by Amer Bitar, who played a major part in guiding the expansion of Spacetoon

as the managing director of Spaceman International, as well as the WWE wrestling brand as head of licensing, retail and monetization. While at WWE Bitar played a major role in a 10-year, billion dollar deal to expand the WWE in Saudi Arabia, a collaboration that continues to this day.

When the COVID-19 pandemic hit, however, all in-person events were shut down, and Bitar was among the many people laid off from WWE.

"So, that's when I decided to go out on my own, and I created Markettcom with my partner, Ammar Jabri, as a special type of boutique licensing agency, supporting brands and agencies who don't have offices in the region."

Amer Bitar and Ammar Jabri bring a wealth of experience and wide network of contacts to their work as a preeminent licensing agency. The company specializes in representing brands and other agencies in the Middle East and North Africa.

Jabri brings a strong background in business and marketing to the agency, having owned or held top positions at a number of trading companies in the Middle East.



The construction of Qiddiya, an entire city dedicated to play, is an example of the investment in entertainment licensing in the Middle East.

Today, Marketcom operates primarily from its offices in Toronto and Dubai, helping guide the expansion of brands through MENA.

“Bringing brands into a new territory where there are different languages and cultures involved requires a pretty special set of skills,” Bitar says. “When I was at Spacetoon, for example, one of the things we did differently was that we always did our best to localize the content and make it more accessible to the audience.

“Similarly, the job of licensing wasn’t just about giving our advice on licensing deals or translating the language; it was more about working on some of the cultural issues, because at that time the Middle East in general was much more conservative, and they were very strict in allowing certain content to be broadcast.”

Bitar recalls one case that is a good cautionary tale for anyone entering a market in which some images or symbols can be interpreted in very different ways than they were originally intended.

The Spacetoon toy subsidiary New Boy was introducing Pokemon toys to the region, but ran into trouble when some of the characters and images were found to resemble local illustrations or symbols.

“They have a lot of symbols for the devil, and in this case a religious cleric in Saudi Arabia thought some of the Pokemon characters essentially looked like the devil, and so they banned the toys, and that move was followed by all the countries in the GCC (Gulf Cooperation Council),” Bitar says. “That was a huge loss for New Boy, and a really big loss as well for a variety of different toy companies.”

Bitar’s early work was in the early days of licensing in the Middle East and North Africa, so he lived and worked through the toughest period for the industry in that region. Today, he says there are still challenges and obstacles, as there would be anywhere, but the good news is that the regulations are welcoming of Western brands, and the licensing sector is growing incredibly quickly.

“It is true that the Middle East and Africa

still represent a relatively small percentage of the overall market,” Bitar says. “I think it’s not much more than five per cent of global revenues, but it is growing very quickly, particularly when you look at all of these new investments from Saudi Arabia after 2017.

“The New Vision 2030 program is for Saudi Arabia to be a global hub of entertainment, so the government is heavily investing in different properties, especially entertainment and character brands, and they also have a major investment in location-based entertainment.”

Part of that effort is the construction of an entire city dedicated to play, where, just for example the LBE company Falcon’s Beyond has been commissioned to guide the construction of a 500,000 square metre theme park based on the Dragon Ball franchise. In another recent example, The Path Entertainment Group has partnered with Al Hokair Group to bring Monopoly Lifesized to Saudi Arabia.

“Right now there are three countries where



we are seeing the most growth, and in fact, they are competing with each other on Location Based Entertainment,” Bitar says. “Besides Saudi Arabia you have Qatar and the UAE, who are competing to get brands to bring their licenses and their IP to create these big theme parks.”

Bitar advises brands in the licensing space to take a good look at the MENA region, particularly in the GCC area, Egypt and Turkey, all of which have large populations, a young demographic, and a lot of people with disposable income.

“The Middle East is growing faster compared to other markets, especially for brands that focus on a younger population, because one of the youngest average populations is in the Middle East, and especially in the GCC, this region has very high purchasing power, so you’re seeing a



lot of the top brands opening in the region covered by the six countries of the GCC," Bitar explains. "Also, while Egypt has some challenges, it is a nation of more than 100 million people, and you have countries like Turkey, which is an absolutely huge market.

"So, it's that combination of high population growth, a younger demographic, and high purchasing power that is the key to why brands should be expanding into the Middle East."

Another factor is that governments have definitely changed their tune when it comes to welcoming tourism and Western brands.

Bitar says the trend started when governments realized that their citizens were travelling abroad to seek out entertainment options that weren't available back home.

"There is a lot more money in the region, in terms of personal wealth, and these countries were finding a lot of their people were travelling to Turkey or Europe for the entertainment they can provide, and that's a huge amount of money that's going out of the kingdom," he said. "So this is why they decided to create more entertainment and attractions, both to keep local tourists in the country, but also to bring in tourists from abroad, and so they are following

the model that really started in Dubai, attracting more tourists and more expats who bring money into the country."

In addition to Location Based Entertainment and entertainment/character licensing, Bitar says the other major growth areas are in sports and art & design licensing.

Markettcom already represents major museums like The Met and The National Gallery, as well as being a local partner for the art-focused agency Artistry. In addition, Bitar says the sports sector is exploding, starting in 2017 when his team at WWE inked their long-term deal.

"You are seeing a huge increase in the growth of sports licensing, especially after Qatar for the FIFA World Cup last year," Bitar notes. "Now Saudi Arabia is also going to host the World Cup, so there will be even more growth for sports licensing in the region for years to come."

He also points to other major sports finding a home in the Middle East, including LIV Golf, which was funded by Saudi Arabia's Public Investment Fund, and the Dakar rally race, which relocated in the Middle East after years of running through South America.

However, while Bitar is bullish on the growth of licensing in the MENA region, he also warns that expansion into new

regions inevitably come with pitfalls. Errors in language, or unknowingly adopting symbols that could be offensive to local people, can quickly derail a licensing program.

As well, simply being unaware of the local players make it much more difficult to find the right partners.

"My best advice for anyone who isn't able to build up their own local licensing department is to work with a reputable local agency," Bitar says. "You need to understand the market, and you need to have a network, because most of the deals can be closed based on personal relationships.

"People like to build that relationship based on connections, common values and a reference from other people that they know and trust, so it's totally different than building or growing business in Europe or from North America, and this is why you need someone from the region that has a good network.

"I think most of the companies, they need either to hire local people, or they need to work with local agencies, and I think the model of local agencies is much easier and less expensive for most of the brands to use that model." ▲

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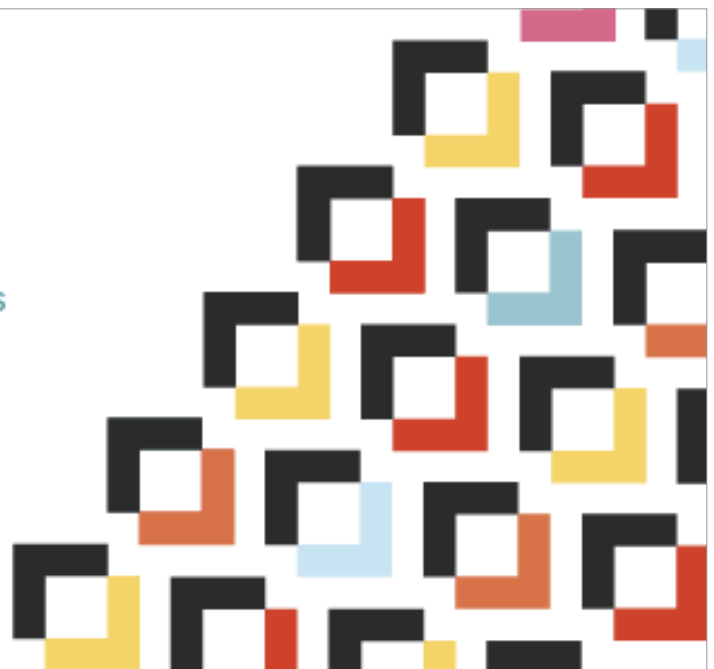
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2024 Top Licensing Agencies

When you need the big guns on your side, this list comprises many of the world's largest licensing agencies. Note this is not a comprehensive list, nor is it intended as a ranking. Unless stated otherwise, estimated sales were drawn from License Global data.



*By estimated sales



1. IMG

Estimated Sales: \$15.4 Billion

IMG is the largest licensing agency representing third party clients. While the client roster is quite general, as you'd expect from such a large company, IMG does specialize in fashion, art, culture, media and sports. The company is truly global, and while it was founded in Cleveland, IMG is now headquartered in New York City.

Specialties: General, Sports, Arts & Culture

Services in the sports division include negotiating media rights, data rights for sports betting, consulting on improving clients' digital media assets, negotiating licensing partnerships, marketing programs, event management, consulting, and content creation with state of the art facilities at the Stockley Part studio in London.

Services in the Culture division include licensing, brand management, sales, creative services, and legal and financial consulting.

Clients: Too numerous to list, but includes 7Up, Alfa Romeo, "Angry Birds," Banana Republic, Budweiser (Europe), Bugatti, Bundesliga, Chevron, Chrysler, Collegiate Licensing Company, Corona (Europe), Dodge, Dolly Parton, Doritos, Elvis Presley (Asia), Fiat, Gap, Jim Beam, "John Wick," Lamborghini, 24 Hour of Le Mans, MGM (Asia), Mountain Dew, Pepsi, San Diego Comic Con, Stella Artois, "Sonic the Hedgehog" (Middle East), Transformers (Middle East), UFC, UEFA, UEFA Nations League, Van Gogh Museum, Volkswagen, Walkers, World Rugby, World Trade Center and World's Strongest Man.

Area of Operation: Global with offices in 25 countries across the North America, Europe, the Middle East, Africa, Asia and Australia.

Contact: imglicensing.com/contact/



2. CAA Brand Management

Estimated Sales: \$13.7 Billion

CAA Brand Management is the licensing and consumer products division of Creative Artists Agency (CAA), the leading brand, entertainment and sports agency. Distinguished by its culture of collaboration and exceptional client service, CAA's diverse workforce identifies, innovates and amplifies opportunities for the people and organizations that shape culture and inspire the world.

Specialties: General, with clients in fashion, entertainment, food & beverage, corporate, automotive, metaverse, video gaming, and more.

Clients include: Ford (Mustang, Bronco, F150), Coca-Cola, Netflix, Porsche, Skechers, "Minecraft," Riot Games ("League of Legends," "Arcane," "Wild Rift," "Valorant"), Mattel, Sony Pictures, Anheuser-Busch InBev (Budweiser, Modelo, Corona) Bob Marley, Artestar (Keith Haring, Jean-Michel Basquiat) The Cheesecake Factory, Jelly Belly, Beatrix Potter (Peter Rabbit), "Paddington Bear," Playboy, Miffy, "Sesame Street," Bobcat, Red Bull Racing, McLaren, Formula 1 and Jaguar Land Rover.

Area of Operation: Global, with 26 offices in 20 countries, including Australia, Brazil, Chile, China France, Germany, Indonesia, Italy, Indonesia, Japan, Malaysia, Mexico, Phillipines, Spain, South Korea, Singapore, Taiwan, Thailand, the UK, and the United States.

Contact: brandmanagementinfo@info.com



3. Beanstalk

Estimated Sales: \$9.9 Billion

Beanstalk employs the brand licensing experts behind some of the world's most recognized global brand extensions. For three decades, Beanstalk has worked with manufacturers and retailers to create breakthrough consumer products, services and experiences for brands, celebrities and media properties to help them strengthen their relationships with consumers.

Specialties: General, with an accent on Digital Media, Food & Beverage, Tools and Hardware, Lifestyle, Corporate, and Consumer Packaged Goods

Services: Brand representation, digital media representation, manufacturer representation, consulting, legal and finance, royalty auditing, trends intelligence, metaverse/Web3 licensing, licensing partnerships.

Clients: Procter & Gamble, Stanley Black+Decker, Jacuzzi, Audi, Bentley, Volvo, Shell, Pennzoil, Quaker State, U.S. Army, The Ohio State University, Skullcandy, The Metropolitan Museum of Art, Cath Kidston, WeightWatchers (U.K.), Travelocity, Dinotopia, Kellogg's, Godiva, Dole, Bush's Best, TGI Fridays, Perkins and Huddle House, Rosa Mexicano, Chef Eric Adjepong, Diageo, Microsoft, Activision, Ubisoft, Atari and ESL.

Area of Operation: Global with offices in New York City, London, Miami, Cincinnati, Mexico City, Sao Paulo, Singapore, Hong Kong and Guangdong, China with additional affiliates across Europe, Asia and Australia.

Contacts:

NORTH AMERICA

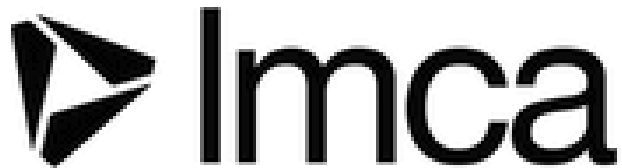
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4. LMCA

Estimated Sales: \$7.6 Billion

About: LMCA is a global licensing agency with specialties in brand licensing consulting, brand representation and management, manufacturer licensing representation, and brand acquisition and sales.

Specialties: General, but particular expertise in corporate licensing and consumer packaged goods.

Clients: AEG, Castrol, Compaq, Cummins, Electrolux, Emerson, Frigidaire, Hobie, HP, Odwalla, RCA, Thomson, Weatherbeater, Westinghouse, Clean Boss by Joy, Dansko, Discovery Zone, JOY Kitchen, Kodak, Minolta, Philco, Roto-Rooter, White-Westinghouse, and Wurlitzer, etc.

Area of Operation: Global, with head office in New York City, and branch offices in China, Brazil, Mexico, London and Cambridge in the UK, and San Diego.

Contact: 212-265-7474
info@lmca.net

Global Icons

5. Global Icons

Estimated Revenue: \$3.8 billion

Founded by Jeff Lotman in 1997, Global Icons is described by the company as the world's largest independent full-service corporate brand licensing agency, with offices in Los Angeles, Detroit, London and Hong Kong.

Specialties: Corporate, Food & Beverage, Automotive, Boating, Arts and Culture.

Services: Licensing management, brand extension, marketing, creative services, sales and service, legal and financial consulting, royalty reporting, invoicing and collections, program audits.

Clients: Automobili Lamborghini, Aprilia, Camp Beverly Hills, Brunswick Corporation, Citroen, Colgate-Palmolive, Danone North America, Dickey's Barbecue Pit, DS Automobile, Fleischer Studios & Betty Boop, Fred Segal, Hostess Snacks, Moto Guzzi, Opel, Piaggio, Pine Mountain, Polarfleece, Polartec, Royal Oak, SKIL, Triumph Motorcycles, Turtle Wax, United States Postal Service, Vespa and Voit.

Area of Operations: Global, with offices in Los Angeles, London, and Hong Kong, and affiliates in South America, Europe, Asia, and Australia.

Contacts:

North America
info@globalicons.com

Europe
info.europe@globalicons.com

Asia
info.asia@globalicons.com



6. CLC, aka Collegiate Licensing Company

Estimated sales: \$3.65 Billion

CLC is an American licensing company primarily focused on colleges, universities, and collegiate sports teams. It is the oldest and largest collegiate licensing company in the world, representing close to 800 colleges and universities, athletic conferences, bowls, the NCAA, the College Football Playoff, Heisman Trophy Trust and other top collegiate brands, as well as other global and scholastic brands.

Specialties: Collegiate, Sports

Services: Brand management, licensing, data and license management, marketing and merchandising, retail development, brand protection.

Clients: More than 700 clients in the collegiate and sports categories.

Area of Operation: Primarily the United States. Head office in Atlanta, Georgia

Contact: Phone: 770.956.0520



7. Wildbrain CPLG

Estimated Sales: \$3.5 Billion

WildBrain CPLG is a leading entertainment, sport and brand licensing agency. Wildbrain is a division of Wildbrain Ltd., a Canadian entertainment company based in Toronto, Canada, but with operations worldwide.

With over 45 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. The agency's ASPIRE division is a leader in Corporate & Lifestyle brand representation and management.

Specialties: Entertainment, Lifestyle, Sports, Corporate.

Services: Brand management, licensing management, marketing, product development.

Clients: WildBrain ("Teletubbies," "In the Night Garden" and "Strawberry Shortcake"), Peanuts Worldwide, Paramount, MGM, PLAYMOBIL, Hasbro/eOne, Sony Pictures, emoji - The Iconic Brand, Spin Master, SEGA, Dr. Seuss, Line Friends (including BT21 & Brawl Stars), Perfetti Van Melle, Master Lock, Motul, Kikkoman, Absolut, Alfa Romeo Sauber F1, FC Barcelona, Paris Saint Germain FC, Harvard and Yale among others.

Area of Operation: Global, with 22 offices in the US, South Asia, Middle East, Europe, China, and Southeast Asia.

Contact: hello@cplg.com



8. Brand Central

Estimated Sales: \$3.4 Billion

Brand Central LLC is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, manufacturer representation, trend intelligence, e-commerce and brand creation to some of the world's most recognized brands.

Clients include: the Kraft Heinz portfolio (Heinz, Oscar Mayer, Kool-Aid, etc.), the Mars Wrigley portfolio (M&M's, Skittles, Starbursts, Twix, Snickers, etc.), Tapatio Hot Sauce, Cap'n Crunch, Black Paper Party, Bored of Directors, Simmons Mattress, Rube Goldberg, Mister Rogers' Neighborhood, and many more.

Specialties: Food & Beverage, Consumer Packaged Goods, Metaverse, Manufacturer Representation.

Services: Brand extensions and representation, licensing management, trend intelligence, e-commerce and brand creation, product development, trend intelligence, manufacturer representation.

Clients: The Kraft Heinz portfolio (Heinz, Oscar Mayer, Kool-Aid, etc.), the Mars Wrigley portfolio (M&M's, Skittles, Starbursts, Twix, Snickers, etc.), Tapatio Hot Sauce, Cap'n Crunch, Black Paper Party, Bored of Directors, Simmons Mattress, Rube Goldberg, Mister Rogers' Neighborhood, and many more.

Area of Operation: Global, accent on North American brands. Headquartered in Los Angeles with offices in New York, Denver, and Kentucky

Contact: 1.310.268.1231
info@brandcentralgroup.com



9. Joester Loria Group

Estimated Sales: \$2.8 Billion

JLG is a full service licensing agency specializing in developing strategic global brand extension programs. JLG's team brand extension strategies, retail development, creative vision, and merchandising expertise to execute successful programs for clients, designed to enhance brand awareness, extend consumer engagement and generate meaningful revenue.

Specialties: General, with accent on Food & Beverage, Entertainment (particularly publishing), Corporate, Automotive, Apparel.

Services: Strategic Planning, Licensee Identification and Qualification, Product Development and Creative Services, Program and Licensee Management, Retail Execution, Marketing and PR Support, Licensee Compliance, Contract Administration and Negotiation, Royalty Accounting and Management, High Profile Collaborations

Clients: Partial list includes The World Of Eric Carle, McDonald's, PepsiCo, Frito-Lay, Constellation Brands, Kellogg's, Papyrus, Miffy, Toyota and Lexus, Modelo, Corona, etc.

Area of Operation: Global with accent on North America. HQ in New York City.

Contact: info@tjlgroup.com



10. Brandgenuity

Estimated Sales: \$2.4 Billion

Brandgenuity is a top-ranked, full service licensing and brand management agency based

Specialties: General.

Services: Strategic licensing planning, sales and prospecting, licensing program management, legal services, retail development, marketing, royalty collection, licensing program analysis, and consulting services for manufacturers, licensees.

Clients: BMW, Church & Dwight (ARM & HAMMER, Vitafusion, OxiClean, Batiste), Mike's Hot Honey, Chuck E. Cheese, Sazerac (Buffalo Trace, Fireball, Southern Comfort), White Castle, Kahlua, Christina Hall, Paramount (U.K. only), NFL Players Association (Europe only), Dr. Scholl's, Playtex Baby, Edgewell Personal Care (Banana Boat, Hawaiian Tropic, Schick, Skintimate, Wet Ones), Kao (Jergens, John Freida), MINI, Mr. Kate and Ed Stafford (Europe only).

Area of Operation: Global, but primarily North America and Europe.

Contact: Info@brandgenuity.com



11. Guangzhou Art-land Holding Company

Estimated Revenue: \$2.1 Billion

Established in 1999, Guangzhou Art-land Holding Company Ltd. ("GZ Art-land") is a reputable brand management company with key business in Brand Licensing, Animation Investment, Multimedia Business, Theme Park & Product Development and Artist Brand Management. It is the only enterprise in mainland China that has won the honor of "Best Licensing Agent" awarded by Licensing International, the Asia Licensing Association, and China Licensing Expo (CLE).

Specialties: Entertainment, Location-based Entertainment, Multimedia, Artist Management.

Services: Licensing, Brand representation.

Clients: Aimer Kids, Annil, Anker, Balabala, Belle, Beazero, Chow Tai Fook, China Merchants Bank, CHOCOOLATE, Centrum, Culturelle, DAZZLE, Dettol, Dencare, Deli stationery, E-LAND, FILA, Garden, Hewlett Packard (HP), HLA, I.T, JD.com, KFC, KEEP, Lativ, L'OCCITANE, Lawson, Le coq sportif, Palladium, Milkground, Mark Fairwhale, Maxim's cakes, Nutrilon, Nature's Bay, Only, Peacebird, Pinlive, POPMART, Paw in Paw, Rio, Skechers, Syneer, Semir, Sembo, STAYREAL, Shanghai Happy Valley, Soap Studio, Unifree, Ulike, Volkswagen, Wastons, Winner, Xiao Mi and more. Brands include "SpongeBob SquarePants," "PAW Patrol," "Teenage Mutant Ninja Turtles," "Dora the Explorer," "Blaze and the Monster Machines," "Shimmer & Shine," MTV, USAVICH, World of Eric Carle, Domo-kun, ViViCat, Pet Hotel, Deer Squad, Qee, Barbapapa, Pinkfong/"Baby Shark" and Namito, etc.

Area of Operation: Primarily Asia. Often works with partnering agencies from North America and Europe, extending brands into the China and Asian markets.

Contact: cyng@yzav.net



12. MDR Brand Management

Estimated Sales: \$1.7 Billion

MDR is a large, global licensing agency that approaches its clients' business from the perspective of a boutique agency, offering bespoke services that are designed from the ground up for each brand. MDR is particularly known for working with smaller, emerging brands, as well as with very large and well-known brands. MDR operates globally, with 25 offices around the world.

Specialties: Food & Beverage, Apparel, Art & Culture, Entertainment, Fashion and Apparel, Sports.

Services: Brand strategy and management, Brand protection, Product and packaging design, geographic expansion strategies, software design, NFT creation, IP strategy, GDPR and data processes, cyber security and franchise development.

Clients: Amora, American Crew, Amy Winehouse, Elizabeth Arden, FIFA, Jolly Rancher, The Hershey Company, Maille, Miffy, Moonbug, Paul Frank, Reese's, Revlon and Sophie La Girafe.

Area of Operation: MDR Brand Management operates globally with 25 offices in North America, South America, Europe, Middle East, India, Southeast Asia, China (Hong Kong), Australia and Japan.

Contact: contactus@mdrbrand.com
+44 20 3321 7400



13. Broad Street Licensing Group

Estimated Sales: \$1,260,000,000 (estimated)

Broad Street was an early mover in the food and beverage licensing space, and remains one of the largest and most accomplished agencies in the sector. For that reason, Broad Street has ranked among the top 20 agencies globally by retail sales for at least the past 12 years. Broad Street works extensively in both brand licensing and manufacturer representation.

Broad Street has also recently begun producing a humorous but informative podcast on licensing called The Royalty Report, which you can find on YouTube.

Specialties: Food & Beverage, Manufacturer Representation.

Services: Brand representation, licensing services, brand and property acquisitions on behalf of manufacturers.

Clients: Subway Restaurants, Farm Rich Foods, Hard Rock Cafe, SeaPak Foods, Tony Roma's Restaurants, Old World Spices, Rich Foods, Ruprecht Foods and BIC U.S.

Area of Operation: Global, with an accent on North America.

Contact: <https://bslg.com/contact/>



14. Seltzer Licensing Group

Retail Sales: \$1,200,000,000 (estimated)

The Seltzer Licensing Group is a global brand licensing agency and consultancy that was founded in 1998. The company has been highly successful in helping companies around the world identify the best paths and partners for a successful brand licensing program.

Seltzer Group is particularly adept at working with retailers, matching them with top brands to create successful new product launches to the benefit of both parties. Seltzer Group has two offices; one in New York City, and the other in Los Angeles.

Estimated Revenue:

Specialties: General, with a wide variety of brand categories.

Services: Seltzer Group specializes in creating greater value through what it calls the 'alchemy method', transforming existing products into products of greater value, typically through licensing partnerships and/or product development. Seltzer does so by analyzing the client's assets and optimizing them to generate new revenue and add value. Services include licensing partnerships and strategic alliances, brand strategy assessment and development, market and retail entry strategies, brand analytics, retail placement, marketing, brand valuation.

Clients: Unilever (Popsicle, Breyers, Good Humor, Klondike, Suave), Scotts Miracle-Gro, American Red Cross, Airheads, NBC, Campbell's, Rust-Oleum, Koala Kare, Naturipe, Checkers/Rally's, Harvest Hill (SunnyD, Juicy Juice), Blue Diamond/Almond Breeze and California Pizza Kitchen.

Area of Operation: Global

Contact: info@seltzerlicensing.com
212-244-5548

THE B[®]AND LIAISON

15. The Brand Liaison

Retail Sales: \$1 Billion

The Brand Liaison is a top-tier licensing and brand management agency focused on creating new revenue streams for clients through licensing, strategic partnerships and other brand extension opportunities.

The Brand Liaison helps commercialize opportunities for licensors, and also works with manufacturers in acquiring brands, and developing strong licensing programs to create long-term retail success.

Specialties: Brand representation, licensing negotiation and management, manufacturer or licensee representation, retail programs.

Services:

Clients: 50th Anniversary of Hip-Hop, FUBU, Coogi, Bearpaw, Be Hippy, The Comfy, Gloria Vanderbilt, Laura Ashley, Lifeguard, BUM equipment, LEI, Route 66, American Outdoorsman, Etonic, Felina, YMLA, Debra Messing, Rachel Hunter, Hoonigan, Ken Block, Kevin James, Daymond John, Catherine Zeta-Jones, David Tutera, Christopher Knight, LaurDIY, Dr. Rick Rigsby, Tamar Geller, Kenny Rogers, Farrah Fawcett, Robert Irvine RI Foods, How to Cake It, Mr. Food, Hungry Girl, Eight O'Clock Coffee, Tetley Tea, Fashion Angels, Ninja Life Hacks, Exersaucer, Me & The Bees, Carte Blanche, Me to You and more.

Area of Operation: Global, accent on North America.

Contact: licensing@thebrandliaison.com
855-843-5424



16. Retail Monster

Estimated Sales: \$975 million

Retail Monster LLC is a younger agency than most on this list, but grew quickly after the company was established in 2016.

The company sees itself as a disruptor of the licensing sector, following a retail-first strategy that has led to several very successful product launches over the past seven years. Retail Monster operates extensively in North America and Europe, particularly in the UK. The company was notably a nominee for the first ever 'Global Best Agent Award' in 2020 by Licensing International, despite only having been in business for four years at that point.

Specialties: General, but with a strong accent on retail partnerships and media brands.

Services: Licensing management, marketing, creative services, content creation, international expansion consulting, retail placement.

Clients: Brands include Afro Unicorn, the emoji company, Harlem Globetrotters, Pinata Smashlings, Fall Guys, 5 Minute Crafts, CyberGroup Studios, "Subway Surfers," "Sonic" (RD/ U.K.), Wondery, Borderlands, Crayola (Retail Development - RD), Hasbro (RD), Moonbug (RD), Activision (RD), "Minecraft" (RD), Youtooz and Surprise Drinks. Retail partners include Amazon, Walmart, and Tesco, etc.

Area of Operation: Global, but most active in North America and Europe. The company has offices in Minneapolis, Los Angeles, Bentonville, Orlando, and London.

Contact: <https://www.retailmonster.com/contact>

Rights & Brands

17. Rights & Brands

Retail Sales: \$900 million

Rights & Brands is one of Europe's largest and most successful licensing and literary agencies, and specializes in representing Scandinavian brands to the rest of the world.

Rights & Brands operates a worldwide network of over 30 sub-agents and 800 clients. R&B is ranked #1 in Europe and #18 worldwide among licensing agencies, with an estimated retail value of 900M Euro. The company helps develop and create collaborations and brand extensions with leading brands such as H&M, Uniqlo, Granit, Happy Socks, Fiskars, Rovio, Frever, Bvlgari and Finnair.

Rights & Brands headquarters is in Stockholm, with local branches in Helsinki, Oslo, Hong Kong, London and Tokyo. R&B was founded in 2016.

Specialties: Art, culture, literature, fashion, design.

Services: Brand and licensing management, strategic consulting, design and artwork, product approvals, marketing and sales, retail collaborations, royalty reports.

Clients: Moomin, Tove Jansson, Astrid Lindgren & Ilon Wikland, Stig Lindberg, Mauri Kunnas, Carl & Karin Larsson, Alfie Atkins, Bamse, Kjell Aukrust, Pettson & Findus, The Beatles, "The Smurfs," Teemu Järvi, Marius of Norway, The JerryMaya Detective Agency, Lollo & Bernie, Mamma Moo and Crow, Hans Arnold, Little Ghost Laba and Pure Norway.

Area of Operation: Global, but clients are primarily or exclusively from Europe.

Contact: licensing@rightsandbrands.com



18. IMC Licensing

Retail Sales: \$836,000,000

IMC Licensing is a full-service agency headed by CEO Stephen Reily, who co-founded IMC in 1997 and positioned it as a global licensing specialist that nurtures long-term relationships with companies.

IMC has worked with many of the largest corporations in the world, including Dole, Valvoline, Kraft Foods, Tabasco, Southern Comfort and SC Johnson, but also works with quality smaller brands as well.

The company works on the basis of building and nurturing long-term relationships with clients and partners, and as Reily was trained in law, the company is a fierce protector of its clients' brands.

Services: Strategy development, licensee prospecting, deal negotiation/contract execution and program management (including contract compliance and royalty accounting).

Specialties: Corporate, Lifestyle, Food & Beverage, Nonprofit, Toys and Games, Corporate Trademark, Food & Beverage, Lifestyle

Areas of Operation: Global

Contact: <https://imclicensing.com/contact>



19. Redibra

Retail Sales: \$576,000,000 (estimated)

Redibra is a pioneering licensing company in Brazil, and was founded in 1963 as the agent of the Walt Disney Company in that country. That relationship ended in 1994, but Redibra returned as a more general licensing agency, and now represents top brands in the region.

Specialties: General, with clients in a wide variety of categories.

Services: Brand and licensing management, consulting, retail activations.

Clients: Netflix, Coca-Cola, General Motors, Nintendo, CloudCo, Moonbug, Now United, Paul Frank, Galinha Pintadinha, Artestar, Nintendo, and Luccas Neto.

Area of Operation: Brazil

Contact: redibra@redibra.com.br



20. Tycoon Enterprises

Estimated Sales: Approx. \$500 Million

Considered among the top brand licensing companies in Latin America, Tycoon is based in Mexico but has operations throughout the region, from the tip of Argentina to the Rio Grande in Mexico. Tycoon is also the largest licensing agency in Mexico, with more than 30 years of experience.

Specialties: Entertainment, Corporate, Fashion, Lifestyle

Services: Brand representation, licensing management, retail activations.

Clients: Authentic Brands Group, Acer, Among Us, Bluey, Fall Guys, FIFA, Hersheys, MGM, Microsoft, Moonbug, Pepsico, Sanrio, Sony Pictures, Warner Bros., Viz Media and more.

Area of Operation: Latin America, with offices in Brazil, Chile, Colombia, Peru, Costa Rica, Ecuador and Argentina.



20. Licensing Haus

Estimated Sales: \$500 million (reported on company site)

Licensing Haus is among the world’s most successful licensing agencies, ending up in a revenue tie with Tycoon. The company works extensively in food and beverage, and is a particularly large player when it comes to licensing by alcohol brands. Licensing Haus is also among the most experienced and savvy agencies when it comes to establishing an ecommerce presence. The company’s experience with consumer packaged goods has made it a major player in manufacturer representation. The company reports it has 6,000 SKUs on shelves in 100 countries.

Specialties: Food & Beverage, Alcohol Brands, E-commerce.

Services: Brand Licensing and Strategy, Manufacturer Licensing Representation, Licensing management, ecommerce strategy and development, Creating Amazon and Walmart.com portals, Online Infringement Takedowns.

Clients: Pabst, IHOP, Lone Star, Colt 45, Heathcliff, Lone Star, Taste of Home, Olympia, Old Milwaukee, Schlitz, Readers Digest, and more.

Area of Operation: Global, but with a primarily US-based clientele.

Contact: hello@licensinghaus.com
310-953-0197



Licensing Agencies

In this first ever Global Guide to Licensing Agencies, The Licensing Letter has worked with our members and key sponsors to put together a verified list of licensing agencies that operate in a wide variety of categories and regions.

Our thinking is that, while large agencies may be perfect for large companies, sometimes its the smaller, boutique agency you don't know that is the perfect fit for your company. We also focused on finding top agencies specializing in regional licensing across Latin America, Asia, Europe and the Middle East.

This project was made possible thanks to our Diamond sponsor Broad Street Licensing Group, Gold Sponsor Brand Central, Silver Sponsor Firefly Brand Management, and Bronze Sponsor Licensing Haus.

For sponsorships or advertising, contact ingrid@thelicensingletter.com.

If your agency has a great story to tell, contact our editor, Gary Symons, gary@thelicensingletter.com.



A Weird Movie, Inc.

A Weird Movie is the leading licensing agency for all things Meme. When it comes to viral internet properties, no one works with more of the top Memes in web history.

Services

Meme management, licensing

Typical Clientele

Clients include Grumpy Cat, Nyan Cat, Keyboard Cat, Doge, Disaster Girl, Harambe, and more. We license with the top consumer products companies, entertainment brands, and ad agencies.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Food & Beverage
Video Games or Software
Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

benlashes@gmail.com
https://www.aweirdmovie.com/



ACI Licensing LLC

We represent brands for consumer product licensing and also own the following brands

Rachel Rachel Roy, C&C California and Kay Unger. ACI Licensing is a recognized leader in maximizing and monetizing the long-term name power of brands, designers, celebrities, personalities and TV properties.

Services

ACI finds the right licensees for brands in the desired merchandise categories, assists in the negotiation process and follows up on royalties and payments for the life of the license.

Typical Clientele

Fashion brands, interior designers, lifestyle influencers, chefs, celebrities (including actors, musicians and athletes), TV properties

Categories

Entertainment and Character, Fashion, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

info@acilicensing.com



ADG / Artistic Designs Group

We know that developing great products requires more than great art and design; it requires teamwork, collaboration, and a comprehensive understanding of today's market. For over 15 years in the industry, we have been driven to provide just that. WE DON'T JUST SHOW YOU GREAT ART, WE LISTEN TO YOUR NEEDS.

Then we provide artwork and design specifically tailored to those needs. We are proud to represent 17 talented artists and designers who share our commitment to building long-term working relationships with our licensees. PARTNERSHIP, CREATIVITY, INTEGRITY, and LONGEVITY. These are the foundations on which ADG/Artistic Designs Group is built.

Services

Licensed Art, Product Design, Freelance, Consulting

Typical Clientele

Stationery/Paper Goods, Home Decor, Giftware, Textiles/Softgoods

Categories

Art & Design

Headquarters

United States

Offices

United States, England, Canada, South Africa

Areas of Operation

Global

Contact:

julie@artsdg.com
https://artsdg.com/



Alicom Licensing

Licensing Agency for the Nordic Market

Services

Licensing Agency

Typical Clientele

Artists like Keith Haring and Jean-Michel Basquiat through Artestar NYC, Annie Phillips Art for Living, Belle&Boo

Categories

Entertainment and Character, Fashion, Art & Design, Food & Beverage, Lifestyle

Headquarters

Sweden

Areas of Operation

Scandinavia (entire Nordic market)

Contact

<https://alicom.se>



AMNCO Co., Ltd.

AMNCO has been established in 2015, as an agency for British Public BBC TV and BBC Worldwide (Asia), and currently, we are the Korean exclusive representative of world's famous brands, such as, PANTONE (U.S.A.), BBC Earth (U.K.), ESCADA (Germany), Pilot Instruments Collection (Switzerland), ALCIONE MILANO-1945 (Italy). We also collaborate with many Korean companies who are under planning the overseas market development. Our core business is the total brand consulting and fashion merchandising as well as licensing.
<http://tbgm.co.kr/>

Services

Licensing Agency

Typical Clientele

Fashion companies

Categories

Fashion
Corporate Trademark

Headquarters

South Korea

Offices

South Korea, Italy, Singapore

Areas of Operation

Europe & UK
Asia

Contact:

<http://tbgm.co.kr/>



Anjar & Becker Associates LLC

New Product Development, Licensing and IP management agency.
<https://becker-associates-llc.myshopify.com/>

Services

Product development, licensing, IP management

Typical Clientele

Toy companies, Pet companies, Inventors, Design Studios
Entertainment and Character

Categories

Toys and Games
Pet Toys

Headquarters

U.S.

Offices

U.S.

Areas of Operation

Global

Contact:

pbecker@beckerassoc.com



Arabella Enterprises

We are a boutique agency specializing in representing both manufacturers and brands for licensing. The founder of the company has been in the industry for 25+ years. We support our clients with our vast knowledge, broad connections in the industry and licensing expertise.

Services

Secure licenses for manufacturers, provide trademark licensing for brand clients, develop and implement the licensing strategy agreed upon by our clients.

Typical Clientele

Manufacturers of merchandise such as golf apparel & accessories, collectibles, toys, and consumables.

Categories

- Entertainment and Character
- Toys and Games
- Fashion
- Art & Design
- Corporate Trademark
- Food & Beverage
- Lifestyle

Headquarters

The United States

Offices

The United States

Areas of Operation

North America



Art Brand Studios

With 50+ years of experience, Art Brand Studios is a leading publisher of branded art programs, committed to growing artists' brands with quality and integrity through corporate and independently owned galleries worldwide, strategic art licenses with the likes of Disney and DC Comics, and licensing relationships with more than 70 licensees such as Hallmark and Bradford Exchange. We represent an extensive portfolio of artists, including Thomas Kinkade, Terry Redlin, Eric Dowdle, and Marjolein Bastin, and have just launched Artisan Home, a contemporary art collection that can be tweaked to fit any licensing need.

Services

Art Publishing, Art Licensing, Wholesale, Manufacturing

Typical Clientele

Puzzles & Games, Greeting Cards, Collectibles, Christmas, Stationery, Calendars, Home Decor, Death Services, Artists, Galleries, Online Retailers, Wholesale Manufacturers

Categories

Entertainment and Character, Toys and Games, Art & Design

Headquarters

United States

Offices

Mexico

Areas of Operation

Global

Contact

(408) 201 5000
info@artbrand.com

ARTiSTORY

Artistory Brands

ARTiSTORY stands as a global frontrunner in art and cultural brand licensing, housing the premier licensing programs of the world's leading museums and heritage institutions. Leveraging the unique capability of transforming "Artefacts to Merchandise" and storytelling via a diverse range of content formats, ARTiSTORY, with its global teams, is committed to elevating sales revenues and market awareness in collaboration with top-tier brands and retailers around the world.

Services

Art IP Licensing, Museum IP Licensing, LBE Licensing

Typical Clientele

Museums, galleries, science centers, libraries, and contemporary artists, including the National Gallery (London, UK), Museum of Fine Arts (Boston, USA), Centre Pompidou (Paris, France), and many more. ARTiSTORY also works with 50+ consumer brands and retailers, and many Direct to Consumer brands.

Categories

Art & Design
Museum and Cultural IP

Headquarters

USA, UK, Singapore, China

Offices

USA, UK, Singapore, China

Areas of Operation

Global

Contact:

www.artistorybrands.com/#contact



bCreative Licensing, LLC

bCreative is an experienced full-service licensing agency representing artists, brand owners, and creatives to the licensing industry. We specialize in humor designs & content and original artwork with a unique style and have created thousands of licensed products with manufacturers and publishers in the wall décor, gift, apparel, stationery, home décor, toy, and outdoor markets.

Services

For artists, brand owners, and creatives that we represent, bCreative handles all aspects of the business side of licensing so that they can spend their time and effort creating great content. For the manufacturers, publishers, and retailers that we work with, we provide them with a selection of unique and sales-worthy designs and properties to boost the sales and market visibility of their products.

Categories

Toys and Games, Fashion, Art & Design, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

websitecontact@bcreative.com,
tel:4349717700



Beanstalk

Beanstalk, a global brand extension licensing agency, works closely with our clients to unlock brand equity and create many of the world's most recognizable products and services. We help leading brands, celebrities, media properties, manufacturers and retailers creatively find ways to strengthen their relationship with their most important stakeholder – the consumer. **Services**

Brand Representation, Digital Media Representation, Manufacturer Representation, Consulting, Legal & Financial Management, Royalty Auditing, Cultural Intelligence, Web3, Brand Partnerships

Typical Clientele

Corporate Brands, Food and Beverage, Hard Goods, Automotive, Lifestyle and Institutions, Art & Design, Fashion, Digital Brands/Video Games

Categories

Toys and Games, Fashion, Art & Design, Sports, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

USA

Offices

US, UK, Mexico, Brazil

Areas of Operation

Global

Contact:

<https://www.beanstalk.com/>
NA:
todd.kaufman@beanstalk.com
EMEA/Asia:
coralina.andrews@beanstalk.com
LatAm:
ivonne.feliciano@beanstalk.com



Big Picture Licensing

Big Picture Licensing is an introducer agent across three main areas: Licensing Agent for global IP to source and secure new licensees, we also support licensees to secure the IP they want for the right terms, Product Distribution Agent for licensees to open new markets and channels of distribution and LBE rights for clients & licensors. Big Picture Licensing operates across all markets with a wide network of contacts across all product categories and all target demos for all types of IP. We operate a results driven approach with a flexible model to suit all partners.

Services

Licensing Agent model, Product Distribution Agent model, LBE Agent model and Loyalty Promotions.

Typical Clientele

Wide range of IP owners incl; Paramount Global, Hasbro, Discovery and ZAG, also various Toy Co's and licensors in Music, Entertainment, Sports, Gaming and Art.

Categories

Entertainment and Character, Toys and Games, Fashion

Headquarters

UK and Japan.

Offices

UK and Japan.

Areas of Operation

Global

Contact:

dan@bigpicturelicensing.com
<https://bigpicturelicensing.com/>



Blonde Sheep Licensing

We work with brands and manufacturers to increase their revenue through strategic licensing partnerships. Whether you are new to licensing, or just want to grow your licensed business, we can help you. For brands, we launch new licensing programmes, expand existing licensing programmes, or compliment your existing team to license certain categories. For manufacturers, we secure the right brands for your products, on a one off or ongoing basis.

Services

Licensing Agency, Licensing Consultancy

Typical Clientele

Food & Beverage, Art, Artist, Entertainment, Sport, Lifestyle

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Food & Beverage
Video Games or Software
Lifestyle

Headquarters

UK

Offices

UK & Spain (covering EU)

Areas of Operation

Europe & UK

Contact:

natasha@blondesheep.co.uk
<https://www.blondesheep.co.uk/>



Brand Activation Consulting (BAC)

BAC is a global brand licensing and development agency with broad experience across corporate, technical, entertainment, and food licensing. Our services include licensing, strategy, marketing, retail development, building brand and especially focused on retail development. We have unparalleled success and are selective about the programs we take in our portfolio. Our clients include Build-A-Bear Workshop, The Hershey Company, Hormel Foods (Skippy, Planters, SPAM, Hormel Chili, etc.), Just Born, Inc (PEEPS), and Revlon.

Services

Full service agency - strategy development, analytics, deal acquisition, retail development, account management and full legal, finance and creative services.

Typical Clientele

Corporate brands, Food & Beverage, Toy, Technical, and Entertainment

Categories

Entertainment and Character, Toys and Games, Corporate Trademark, Food & Beverage, Lifestyle, Technical

Headquarters

United States

Offices

Strategic partners in Mexico, Peru, United Kingdom, China, South Korea, Philippines and Malaysia

Areas of Operation

Global

Contact

info@bac-usa.com
+ 1 (310) 363-1418



Brand & Blend

Brand & Blend is a full-service licensing and partnerships agency specializing in extending consumer facing brands into new areas of the greater marketplace.

Services

We offer a range of services including licensing brand representation, licensing acquisition for manufacturers, consulting, brand partnerships, product development, legal and financial services, and royalty auditing.

Typical Clientele

Our licensing clients cross many industries such as Automotive, Lifestyle, Entertainment, and Tourism.

Categories

Toys and Games, Fashion, Art & Design, Metaverse, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact

hello@brandandblend.com



Brand Central LLC

Brand Central is an award-winning, global licensing agency and brand consultancy headquartered in Los Angeles with 6 offices around the U.S. We provide comprehensive business solutions in the areas of brand extensions, trend intelligence, and manufacturer representation to some of the world’s most recognized brands including Mars Wrigley, Kraft Heinz, J.M. Smucker Company, Bimbo Bakeries, and Dominos – just to name a few. Our mission is to help clients unlock the full potential of their brands to enhance value, build brand love, and drive their core business while generating substantial revenue.

Services

Brand Extension, Manufacturer Representation, Trend Intelligence, Creative Services and E-Commerce Solutions.

Typical Clientele

We work with brands that are entrenched in pop culture from beloved lifestyle and corporate brands to iconic food and beverage companies.

Categories

Entertainment and character, toys and games, fashion, metaverse, corporate trademark, food & beverage, video games and software, lifestyle.

Headquarters

United States

Areas of Operation

Global

Contact

Ross Misher at 310-268-1231 or visit www.brandcentralgroup.com.



Brandgenuity

Brandgenuity is a leading global independent brand licensing agency that extends iconic brands into products, services and experiences that delight consumers, raise brand awareness, and generate revenue. Brandgenuity has won numerous industry awards.

Services

Turnkey licensing development and program management. Strategic licensing planning, program tools development, licensee prospecting and partner recommendation, legal support and license agreement negotiation, licensee on ramping and education, trafficking of approvals, retail development, facilitation of marketing activation, royalty collection and administration , program analysis

Typical Clientele

Brandgenuity has a robust client portfolio, ranging from food and CPG brands to lifestyle brands (Nissan, BMW, The Sims) and many more.

Categories

Entertainment and Character, Toys and Games, Fashion, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

United States

Offices

US, UK, Germany, Hong Kong, and soon in Japan.

Areas of Operation

Global

Contact

<http://brandgenuity.com> or contact info@brandgenuity.com.



Brand Licensing Team, LLC

Brand Licensing Team has deep expertise and hands-on experience in the merchandise, beverage, food, and environmental space. We have direct experience bringing products to market supported with rich due diligence and strategic thought from the brand owner’s perspective.

Services

Brand Licensing Team provides strategic thought leadership and development. Product development, retail execution and product approval. Supported by financial and analytical experts.

Typical Clientele

Iconic Evergreen Bands Food and Beverage Mission and Cause Brands

Categories

Corporate Trademark, Food & Beverage

Headquarters

United States

Areas of Operation

North America

Contact

<https://blteam.com/contact-us/>

Brentwood Licensing, LLC

Brentwood Licensing LLC

Brentwood Licensing, LLC is both a licensing agency and consulting company. We represent both brands as well as manufacturers looking to acquire brands.

Brentwood was established in 2006 and has been successful building and licensing brands around the world but specializing in North America. We have also helped many companies acquire brands to build their companies position in the market place, expand distribution, or launch new products.

Services

Brand, licensing and manufacturer representation.

Categories

Toys & Games, Lifestyle, Entertainment, Food & Beverage, etc.

Headquarters

South Florida, United States

Areas of Operation

Primarily United States

Contact

310-720-3285
JoelB@BrentwoodLicensing.com



Brevettar

Brevettar represents the most popular sports brands and athletes in the world for numerous categories. Intellectual properties rights offered include name, image and facsimile signatures. Properties include the players of the U.S. and Canadian Men’s National Soccer Teams, and Upper Deck spokespeople which include Michael Jordan, Tiger Woods and Wayne Gretzky for collectible categories. Additionally, we are the exclusive agency for the U.S. and Canadian National Soccer Team Players Associations as well as the North American agency of West Ham United.

Services

Licensing and sponsorship agency for brands, sports teams and associations.

Typical Clientele

Companies that offer sports-licensed merchandise.

Categories

Toys and Games
Sports
Video Games or Software

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

licensing@brevettar.com
<https://www.brevettar.com/>



Broad Street Licensing Group

As a full-service food & beverage brand licensing agency, we’re the seasoned experts who’ll transform your retail aspirations into marketplace reality. Our recipe for success? A dash of creativity, a pinch of market insight, and a heaping scoop of industry connections. We don’t just create brand extensions; we forge award-winning retail programs.

Services

We work with brand owners looking to enter or extend their reach in the retail food & beverage categories. In addition, we work with manufacturers in partnering with brand names that elevate their products, ignite sales and command retail shelf space.

Typical Clientele

We work with brand owners across all categories looking to enter or extend their reach in the retail food & beverage categories. Our clients also include manufacturers looking to partner with brand names to gain more shelf attention and ignite consumer sales.

Categories

Food & Beverage

Headquarters

USA

Offices

USA

Areas of Operation

Global

Contact:

bslg.com/contact/



Browne, Gordon & Van Raalte, LLC

Browne, Gordon & Van Raalte is a consulting group providing analysis, strategic planning, and go-to-market solutions for licensors, licensees, and service providers. With over 100 combined years of industry leading experience, BG&VR assists consumer brands increase their shelf presence and sell through in today's rapidly changing retail landscape. The company has worked on projects for property owners, studios, inventors and manufacturers in a variety of industries; all focused-on marketing, licensing, and developing "best practice" foundations. Clients appreciate the three perspectives and value the fact that the trio has hands-on experience and problem-solving solutions. <http://bgvrllc.com>

Typical Clientele

Property Owners, Licensors, Manufacturers who need creative solutions to their licensing & marketing problems.

Headquarters

United States

Areas of Operation

Global

Contact

<https://bgvrllc.com/contact-us/>



BULLDOG LICENSING
BRANDS WITH PEDIGREE

Bulldog Licensing Limited

Bulldog is a full service agency providing a route to market for some of the world's leading brands <https://www.bulldog-licensing.com/>

Services

We are a full service agency managing the whole of the licensing process from contract negotiation to product development, finance and retail communications

Typical Clientele

Bulldog works with a diverse portfolio of clients from sectors including film and TV, major toy and videogame companies, FMCG partners, sports brands and major publishers.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Metaverse
Corporate Trademark
Food & Beverage
Video Games or Software
Lifestyle
All

Headquarters

United Kingdom

Offices

United Kingdom

Areas of Operation

Global

Contact:

<https://www.bulldog-licensing.com>
0-794-688-7153



CAA Brand Management

CAA Brand Management is the licensing and consumer products division of Creative Artists Agency (CAA). Distinguished by its culture of collaboration and exceptional service, CAA identifies, innovates and amplifies opportunities for the people and organizations that shape culture and inspire the world.

Services

CAA Brand Management supports brands with expansion into new categories. We partner clients with leading manufacturers, wholesalers, retailers and operators.

Typical Clientele

Corporate, automotive, fashion, food and beverage, sports and gaming brands and talent in music, sports and entertainment

Categories

Entertainment, Toys, Fashion, Art & Design, Sports, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

Los Angeles, Miami, New York, London, Hong Kong, Shanghai, Mexico City

Offices

We have 23 offices in 20 countries Australia, Brazil, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Philippines, Singapore, South Korea, Spain, Taiwan, Thailand, UK, USA

Areas of Operation

Global

Contact

brandmanagementinfo@info.com
1 424 288 2000



Caravanserai Partners SL

Caravanserai, based in Barcelona, is a team of experts with over 40 years of experience in licensing, retail, and marketing. Operating internationally and working with a network of top independent agents, Caravanserai represents some of the most well-known licensors in the world, such as King Features, Sogex, Mercis, the SoulPublishing and Penguin ventures among others. They offer a fresh approach to the licensing industry, tackling the challenges of the market with a unique perspective.

Services

We are a licensing agency offering all kind of services around licensing.

Typical Clientele

Specialised in classical properties and apparel licensees.

Categories

Entertainment and Character
Art & Design
Lifestyle

Headquarters

Spain

Offices

Spain, Portugal and Andorra

Areas of Operation

Europe & UK

Contact:

cp@caravanserai.eu
<https://caravanserai.eu/>



Championship Marketing Group LLC

Headed by CEO Ed Schauder, the former General Counsel of 4 Kids Entertainment and former EVP of Licensing and General Counsel at Steiner Sports, who has worked with high-profile stars, like Tom Brady, Mariano Rivera, Mike Tyson, Mark Messier and Derek Jeter, and the estates of Yogi Berra and Josh Gibson. Also major deals with Arnold Schwarzenegger, Tiger Woods, the Cleveland Cavaliers, the Manchester City Football Club, the New York Yankees and Madison Square Garden.

Services

Licensing agent for athletes and estates. Experienced lawyer with significant experience in drafting and negotiating licensing, sponsorship and other intellectual property agreements.

Typical Clientele

Championship's focus is on top sports teams, athletes, and estates, including the 1969 Mets, 1977 Yankees, the 1980 U.S. Olympic Hockey Team, the National Basketball Retired Players Association, the 2011 World Police & Fire Games. In 1990 Schauder co-founded the Negro League Baseball Players Association.

Categories

Toys and games, sports, food & beverage

Headquarters

United States

Areas of Operation

North America

Contact

eschauder@icloud.com



Compañía Panamericana de Licencias (CPL)

We are a licensing and promotions agency for Latin America

Services

Licensing and promotions programs

Categories

All, with a focus on Entertainment and Character, Toys and Games, Video Games and Software

Headquarters

Peru

Offices

Colombia, Ecuador, Mexico, Venezuela, Chile, Brazil, Argentina

Areas of Operation

Latin America

Contact

liliana.carranza@cpl.com.pe in Peru,
andrea.nossa@cplcolombia.com in Colombia



Creatif License

Representing Artists since 1975.

Services

Representation includes securing prospective Licensees, negotiations and account management.

Typical Clientele

Artists looking for licensees in textile, hard goods, home decor, stationery, table top, greeting cards and wall decor.

Categories

Art & Design

Headquarters

United States

Areas of Operation

North America

Contact

<https://www.creatiflicensing.com/contact-us/>



Cronus Global

A boutique agency specializing in inbound and outbound licensing. The company brings a new level of service to the industry, delivering business materials like customized product pitches and tapping into white-space categories to increase licensing opportunities. Through a mix of collaborations, product licensing, brand partnerships, and direct-to-retail initiatives, clients achieve optimal exposure while maximizing consumer touchpoints. The company's tag line: "It's About TIME" speaks also to Cronus' focus on creating time-saving brand management solutions for its clients.

Services

Inbound & Outbound Licensing Representation, Licensing Consulting, Strategic Planning, IP Advisory, Brand Partnerships, Collaborations, New Business Development, Brand Material Creation, License Negotiations, Prospecting, Marketing & Business Plan Execution.

Categories

Entertainment and Character, Toys and Games, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

Los Angeles, US

Areas of Operation

North America, Australia, New Zealand

Contact

kristin@cronusglobal.com
323-948-TIME (8463)



Design Plus

Design Plus is a boutique agency, specializing in brand building, with headquarters in the USA and partners in the UK, Europe, Mexico and Japan. Design Plus connects brands with their targeted consumers by developing lifestyle merchandise that provoke, engage and motivate. Design Plus is a proud Licensing International member since 1997.

Services

Inbound licensing, outbound licensing and acquisitions

Typical Clientele

Food and Beverage, Lifestyle.

Categories

Corporate Trademark, Food & Beverage

Headquarters

United States

Offices

UK and Europe, Mexico, Japan and Australia.

Areas of Operation

Global

Contact

carol@dplicensing.com



DIMENSIONAL BRANDING GROUP
A DIVISION OF BAY TEK ENTERTAINMENT

Dimensional Branding Group

A boutique licensing agency and that utilizes licensing, business development, and promotion to take brands into new markets. We deliver comprehensive licensing management services that leverage and grow brand equity. We represent toy and character brands like Skee-Ball, Tasty Peach, and more, providing customized solutions that drive results. Our team has a passion for helping our clients succeed and thrive in today’s competitive marketplace. We’re always looking for new partners to join our roster of successful brands.

Services

Our services encompass the development and implementation of licensing and promotional strategies on behalf of our clients. We handle all aspects of contract management, provide detailed royalty reports and forecasts. Additionally, we offer support in brand maintenance, crafting infringement letters, trademark protection, or assisting in infringement protection software implementation. We collaborate on cross-licensed marketing plans to maximize brand exposure, and represent our clients at trade shows.

Categories

Entertainment and Character, Toys and Games, Arcade Games

Headquarters

United States

Areas of Operation

Global

Contact

hello@dimensionalbranding.com
920-822-3951 x 1608



Empire Multimedia Corporation (EMC)

EMC Empire Multimedia Corporation is the leading marketing/licensing company in Asia specializing in character licensing and content brand management. A company that started in the Philippines, Empire has been in the licensing business for more than 30 years, making it one of the pioneers of the industry in the country.

Services

Licensing Agency

Typical Clientele

Licensees / Manufacturers of Consumer Products

Categories

Apparel & Accessories
Bags & Notebooks/Stationery
Gifts & Novelties
Footwear
Food & Beverage
Home
Toys & Games
Promotions

Headquarters

United States

Offices

Philippines

Areas of Operation

Southeast Asia, Greater China

Contact:

licensing@empiremultimedia.com
<https://empiremultimedia.com/>



Evolution USA, LLC

A leading brand monetization agency, we offer turn-key solutions for licensors and manufacturers. Evolution monetizes and enhances brand value via licensing, direct-to-retail partnerships, collaborations, experiential retail, D2C sales and location-based entertainment.

Services

Brand/IP representation, Manufacturer/Licensee IP acquisitions, licensing, direct to retail, brand collaborations and partnership contract negotiations, strategic brand planning, retail development, legal and contract compliance, finance and royalty reporting & collections, style guide/creative services project management, and e-commerce operational solutions.

Typical Clientele

We service the pop culture, media, gaming, toy, personality, celebrity, character, publishing and lifestyle industry verticals. We also represent both licensors and licensees.

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Food & Beverage, Video Games or Software, Lifestyle, Celebrity/Estates

Headquarters

California

Offices

United States, Australia, New Zealand, South Africa

Areas of Operation

Global

Contact

<https://evomgt.com/>



Exemplar Associates

Selective and boutique firm that places college and university partners at the center of their licensing programs.

Services

Full-service

Typical Clientele

Colleges & Universities (as of October 2023, clients include Boston College, Columbia University, Cornell University, George Washington University, Washington University, and the University of Pennsylvania.

Categories

Colleges & Universities

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

<http://www.exemplarassociates.com/>



Fama Licensing

Fama Licensing Agency stands at the forefront of brand enhancement, deploying intelligent strategies that unlock the full potential of brands. By utilizing impact licensing, they drive exponential and recurring royalty revenues, ensuring brands not only resonate but also generate consistent returns. Their innovative approach positions them as a pivotal player in the dynamic landscape of brand licensing.

Services

Licensing Impact = To think out of the box

Typical Clientele

Manufacturers, retailers, TV Broadcasting, Sports teams, Football, Soccer and others

Categories

Entertainment and Character
Fashion
Sports
Corporate Trademark
Celebrities

Headquarters

Brazil

Offices

USA, England, Portugal, Spanish

Areas of Operation

Global

Contact:

<https://famamarcas.com.br/#contato>



Firefly Brand Management

Firefly Brand Management is a full-service global brand management and licensing agency specializing in entertainment, interactive, technology, art and lifestyle properties. The company provides domestic and international licensing programs, product development, and offers dedicated marketing and business management services.

Services

We assist in entertainment development and wide scale merchandise programs

Typical Clientele

We work with celebrities and highly recognized IP such as Bob Ross, Emily The Strange, Bozo the Clown and many more

Categories

Entertainment and Character, Fashion, Art & Design, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact

cynthia@fireflybrandmanagement.com, (818) 209-2678



Global Licensing, Inc.

An intellectual property and brand licensing agency, founded in 1994, that works with both manufacturers that wish to identify and acquire appropriate brand names for their products, and with companies/ brands and personalities that want to leverage their brand equity and expand their reach and revenue by licensing out into new product categories, services, or partnerships.

Services

Developing positioning and marketing strategies for licensing and co-branding. Assessing licensing potential and market segments. Identifying possible licensing partners and negotiating strong, mutually-beneficial agreements. Evaluating and analyzing licensing proposals. Structuring and finalizing co-branded and hybrid licensing agreements. Managing and monitoring licensing and co-branding programs, including product strategy, approval, rollout and sales, and royalty tracking.

Typical Clientele

Furniture manufacturers, Textile manufacturers, Bedding/Mattress manufacturers, Tool manufacturers, Small appliance manufacturers

Categories

Corporate Trademark, Home furnishings and bedding
Headquarters
United States

Offices

United States

Areas of Operation

North America

Contact

1.800.871.4623



Good Happens

Agency with expertise in Branding & Licensing, Social Media Management and Green Marketing Activations.

Services

Branding & Licensing, Social Media & Campaigns Management and Execution
Entertainment and Character

Categories

Toys and Games
Fashion
Art & Design
Sports
Corporate Trademark
Food & Beverage
Video Games or Software
Lifestyle
NGOs

Headquarters

Brazil

Areas of Operation

Latin America



ideaologie, LLC

Providing the best in Art licensing, Agreement negotiation, Business operations and Consulting

Services

Agent, Agreement Negotiations, Consulting, Business Operations

Typical Clientele

Artists and Manufacturers

Categories

Art & Design
Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

www.ideaologie.com/contact
812-320-2882



IMC Licensing

For over 25 years, we have used our focused expertise in corporate brands to develop partnerships and products that serve our clients' long-term goals. We believe that licensing is a relationship not merely between brands, but among people. At IMC, we build and nurture both of those relationships while delivering top-notch customer care that treats — and protects — your brand as if it were our own.

Services

Our services include strategy development, licensee prospecting, deal negotiation/contract execution and program management (including contract compliance and royalty accounting)

Typical Clientele

Corporate, Lifestyle, Food & Beverage, Nonprofit

Categories

Toys and Games, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

<https://imclicensing.com/contact/>
(502) 589-7655



JAM Brands Inc.

JAM Brands is a licensing consultancy that focuses on the development and management of lifestyle licensing programs. We bring our in-depth understanding of intellectual property, marketing, and product development, to effectively join brand owners with licensees to build successful licensing strategies, programs, and product extensions.
<https://www.jam-brands.com/>

Services

Design and management of licensing programs, licensing consulting and negotiation, IP and branding development.

Categories

Fashion
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

Canada

Offices

Canada

Areas of Operation

North America

Contact:

www.jam-brands.com/get-in-touch



Jenerosity Marketing LLC

Consulting firm with over 27 years of experience in the partnership marketing arena. As digital marketing becomes ubiquitous and traditional forms of marketing and media become less impactful, the goal at Jenerosity Marketing is to help Clients develop licensing, promotional and entertainment-based programs and expose them to consumers via digital marketing methods.

Services

Licensing and promotions consulting

Typical Clientele

Toy companies, entertainment companies, publishing houses, food and beverage companies and QSRs

Categories

Entertainment and Character
Toys and Games
Metaverse
Corporate Trademark
Food & Beverage

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

info@jenerositymarketing.com
323-397-3334
<https://www.jenerositymarketing.com/>



Jewel Branding and Licensing

Jewel is an award-winning agency specializing in licensing, branding and creative services. We represent a diverse portfolio of designers, artists, lifestyle & fashion, cultural institutions and cause-related brands. Jewel develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. The Creative Services division provides manufacturers, retailers, and brands with a suite of services and assets to streamline the design, development, and go-to-market processes.

Services

Jewel is known for Artist and Brand representation, as well as Creative Services. We are an extensive design resource representing a talented and diverse portfolio of designers from around the globe.

Typical Clientele

Jewel works with established and new artists, lifestyle brands, retailers, and manufacturers to build programs that offer the best product collections possible.

Categories

Art & Design
Lifestyle
Cultural Institutions

Headquarters

United States

Areas of Operation

Global

Contact:

jewelbranding.com/contact/



KOPA

We help businesses grow by creatively connecting brands with its customers and... fans!

Services

We go beyond and above representation. Working alongside our clients and licensees we create products and experiences that engage people and generate royalties. Our portfolio is the result of years of dedication and continuing learning. There is a profound reason behind every brand that we represent, therefore, the commitment to each and every single one is invariable.

Typical Clientele

Music artists, gaming and entertainment companies.

Categories

Video Games or Software
Lifestyle
Music

Headquarters

Colombia

Offices

Mexico, Central America, Colombia, Ecuador, Peru, Chile

Areas of Operation

Latin America

Contact:

kopa.com.co/contact.php



Licensing Haus

Licensing Haüs is a white-glove agency offering a full-service platform to seamlessly grow and support brand licensing programs on a world-class scale. We believe that growth in today's market depends on a holistic integration of licensing, marketing, PR and e-commerce strategy. Our practice is dedicated to assisting brands ready to set new standards for thoughtful brand expansion.

Services

Brand Licensing, Infringement Monitoring & Takedowns, E-Commerce Development, Amazon Management

Typical Clientele

Corporate Trademarks, Character Trademarks & Copyrights, Celebrity Estates

Categories

Entertainment and Character
Fashion
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

USA

Offices

USA

Areas of Operation

Global

Contact:

hello@licensinghaus.com
www.licensinghaus.com



Licensing Management International UK

Established in 1982, Licensing Management International (LMI) is a multifaceted licensing agency. The Company has had a long and successful trading history and the marketing team have represented some of the world’s most recognisable and highly successful Brand names and products, including Star Wars, NFL, FIFA, British Motor Heritage including MG, Austin and Morris, BSA Motorcycles, Game of Thrones, Royal Mail, Pepsi and the Davis Cup.

Services

LMI has an established portfolio of Heritage and Entertainment Properties that it represents, normally on a global basis, to both promote and protect the Brands and also to produce revenue for the Brand owners.

Typical Clientele

Manufacturers and distributors, plus direct to retail.

Categories

Entertainment and Character, Art & Design, Metaverse, Corporate Trademark, Lifestyle

Headquarters

United Kingdom

Offices

UK, Europe, Asia, Australia/ NewZealand, United States

Areas of Operation

Global

Contact

enquiries@lmiuk.com
+44 (0)1425 403430



Licensing Works, LLC, dba Licensing Works!®

Licensing Works!® strives to increase brand awareness and valuation for our client’s brands by creating and growing new revenue streams. We work to deliver the brand essence in every license product translation for our clients, while protecting the intellectual property. We are proud to represent Kewpie®, Moulin Rouge®, Tarzan and Jane®, Tarzanimals™, Le Petit Prince® / The Little Prince®, The Little Prince and Friends™, Zorro®, The Valentines™, Fun With Spot™, The Snowman™, Winchester Mystery House® and Puppy In My Pocket®.

Services

Merchandise Licensing, Promotion, Product Placement, Entertainment, LBE

Typical Clientele

Estates, Beneficiaries, Entertainment, CPG, Publishing and Toy Companies

Categories

Entertainment and Character

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

licensingworks.us/contact/



Lime Licensing Group

A UK based team of 10 consultants providing a full service for licensed and franchised brands.

Services

Lime are an outsourced licensing department that manages the design of licensing propositions and the sales effort to establish licensed partners

Typical Clientele

Lime manages around 50 brands split between B2B and B2C

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Metaverse
Corporate Trademark
Food & Beverage
Video Games or Software
Lifestyle
All

Headquarters

England, UK

Offices

All UK

Areas of Operation

Europe & UK

Contact:

limelicensinggroup.co.uk/contact/
+44 (0) 1274 662001



Lisa Marks Associates, Inc. (LMA)

A creative, full-service Licensing and Marketing Agency, focusing on strategic brand building, long-term equity enhancement and revenue generation. LMA is unique in bringing clients ground-breaking licensing expertise from the world's leading entertainment and toy companies to develop turnkey licensing programs. Based in New York, LMA consists of a coalition of experts and industry leaders in the fields of Licensing and Merchandising, Creative Development and Design, Product Development, Retail Business Development and Multimedia Brand Extensions.

Services

Licensing, Retail, Marketing, Product Development, Promotions, Public Relations, Royalty Accounting, International, Legal, Entertainment, Design

Typical Clientele

Food and Beverage companies, Brands, Toy companies, Entertainment companies, Consumer Packaged Goods companies, Greeting card companies, Artists

Categories

All, especially Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

info@lma-inc.com
914 933 3900



LMCA

LMCA is a global brand extension agency dedicated to building transformative licensing partnerships that add value, create revenue, and support our clients' overall strategy and purpose. For 37 years, we have planned and managed brand licensing programs across a wide range of industries and markets, creating relevant and meaningful brand products and experiences that deliver impactful results.

Services

Brand Representation (Licensing Strategy Development, Brand Material Creation, Target Prioritization and Prospecting, Licensee Business Plan Execution

Typical Clientele

Corporate brands (automotive, media, technology, electronics), Celebrity / Influencer / Fashion / Home Designer Brands, Art / Design / Museum Brands, and Food / Beverage / Restaurant Brands.

Categories

Fashion
Art & Design
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

Headquartered in NYC

Offices

USA, LATAM, Europe, APAC

Areas of Operation

Global

Contact:

Imca.net/contact
212-265-7474



Marathon Projects Inc.

Marathon Projects Inc. is a full service licensing firm that specializes in corporate licensing.

Services

We enrich companies' brand equity by creating important strategic partnerships.

Typical Clientele

Fortune 500 Brands, Celebrities Categories
Corporate Trademark

Headquarters

United States

Areas of Operation

Global

Contact

mplcraig@aol.com



MARKETTCOM

MarketCom

A boutique brand licensing agency, promoting global brands across the Middle East, North Africa, Turkey, and Canada. We specialize in strategies for market entry, localization, and monetization, as the leading agency for brands without local teams. We focus on understanding local markets, especially the MENA region, to help brands develop a strong foothold and thrive in these markets.

Services

Brand Representation, Digital Media Representation, Consulting, Cultural Intelligence, Brand Partnerships, Legal & Financial Management, Royalty Auditing, Retail Support, Retail Due Diligence

Typical Clientele

Corporate Brands, Manufactures, Retailers for Food and Beverage, Hard Goods, Automotive, and Lifestyle. Art, Museums, Galleries & Artists, Fashion Designers, Publishing houses, and QSRs.

Categories

Entertainment and Character, Fashion, Art & Design, Sports, Metaverse, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

Canada, Middle East

Offices

UAE, Saudi Arabia, Egypt, Canada

Areas of Operation

North America, Asia, Middle East, Africa

Contact

info@marketcom.com
+971 4 299 3771



Merchantwise

Merchantwise is a leading brand licensing and merchandising agency in Australia and New Zealand. We represent some of the world's best loved brands across digital and gaming, children's entertainment, film & television, music, icons and legends. Merchantwise takes brands further by developing unique brand partnerships across all consumer touchpoints, including merchandise, services, promotions, digital and live entertainment.

Services

Brand licensing representation, promotions and consumer products

Typical Clientele

All categories of consumer products, retail, film and TV production and distribution, video games and other IP creators.

Categories

Entertainment and Character
Toys and Games
Sports
Metaverse
Video Games or Software

Headquarters

Australia

Offices

Australia, New Zealand

Areas of Operation

Global

Contact:

info@merchantwise.com
+61 3 9520 1000
<https://merchantwise.com/>



MGL Licensing

MGL is one of the world's leading art licensing companies. We represent the work of over 70 artists and have a growing archive of over 30,000 images and branded graphic properties.

Services

Art licensing

Typical Clientele

Jigsaw Puzzle, Homeware, Stationery, Giftware, Apparel, Wall Art, Diamond Art are a few examples of companies that we work with.

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Food & Beverage, Lifestyle

Headquarters

United Kingdom

Areas of Operation

Global

Contact

info@mglart.com
+44 (0) 208 392 8010



MHS Licensing + Consulting

We specialize in representing popular artists and brands, as well as advising manufacturers in the search, evaluation, and acquisition of licensed properties.

Services

Art & Brand Licensing, Licensing Consulting, Product Development

Typical Clientele

Consumer Products Manufacturers, International Artists

Categories

Entertainment and Character, Art & Design, Corporate Trademark

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact

hello@mhslicensing.com
952-544-1377



Mix Licensing Group

At Mix, we specialize in representing leading licensees across multiple categories to make connections and create new partnerships that ultimately deliver impactful licensed programs at retail. With 20+ combined years of licensing experience, unparalleled industry relationships, and a proven track record of building \$100M+ licensing programs, we don't just sit on the sidelines; we make magic happen!

Typical Clientele

We work exclusively with manufacturers to grow their licensing portfolios.

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Video Games or Software

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact

<https://www.mixlicensing.com>
(contact form)



Moxie & Company

Moxie & Company provides a range of services, including brand management, licensing negotiations, retail management, and strategic planning and vision.

Services

The Moxie team is expert at creating and strategizing licensing and promotional solutions in response to the many challenges unique to each individual client. We're proud of our expertise, innovations and contributions to the licensing and promotion of a wide range of brands — including some of the world's best known and most beloved.

Typical Clientele

Moxie works with an ever-changing group of brand owners including corporations, designers, artists, publishers, characters, tv/streaming, games, fashion, and government agencies.

Categories

Entertainment and Character, Fashion, Art & Design, Corporate Trademark, Lifestyle

Headquarters

United States

Offices

Worldwide

Areas of Operation

Global

Contact:

North America:
jhallisey@moxieco.com

International:
Dkhalikova@moxieco.com
<https://moxieco.com/>



Nordic Licensing Company A/S

NLC is a full-service licensing agency. NLC covers the Nordic and Benelux regions with expert knowledge in these two fragmented markets, and simultaneously build strong collaborations with global companies. NLC is the official licensing agency for Warner Bros Discovery, CloudCo and top European Sports brands.

Services

Exceptional service for select licensors licensees! NLC is specialized in building superior brand extensions with local and global industry leaders. NLC provides category, retail, and brand management, product development, contract administration and royalty financing.

Typical Clientele

NLC works with best in class licensees, retailers and fashion brands across the Nordic and Benelux regions. We cover all licensing categories, such as Toys, Games, Fashion, Apparel, Home Textiles, Hardlines, Food and Beverage, Health and Beauty, Publishing and more.

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Food & Beverage, Lifestyle

Headquarters

Copenhagen, Denmark

Offices

Denmark, Sweden, Norway, Finland, the Netherlands, Belgium
Areas of Operation
Europe and The UK

Contact

kg@nordiclicensing.com
+45 3288 0000



OUT OF THE BLUE
LICENSING

Out of the Blue Licensing LLC

We are a small specialist agency representing a number of international artists and photographers. We essentially service the wall decor industry, murals, jigsaw and paper product manufacturers.

Services

Once a manufacturer/publisher is a client you have access to thousands of new designs which are regularly added to on a weekly basis.

Typical Clientele

Fine Art Publishers, Online specialist canvas wall decor portals, Framers, Manufacturers of stationery, home accessories and gift products

Categories

Art & Design

Headquarters

USA

Offices

USA and Portugal

Areas of Operation

Global

Contact:

ootblicensing@gmail.com
941 966 4042
<http://www.ootblicensing.com/>



Perpetual Licensing

Perpetual Licensing

Founded in 2004 and celebrating its 20th year in business, Perpetual Licensing is a leading licensing agency dedicated to helping clients leverage brand equity by creating strategic product extensions.

Perpetual's team is comprised solely of licensing professionals, each with more than 25 years' experience. Perpetual's brand licensing experts build merchandise licensing programs for forward-thinking brand owners seeking to license-out their brands and trademarks, as well as for category-leading manufacturers looking to license-in or acquire brand licenses. For more information, please visit www.perpetuallicensing.com

Services

Perpetual builds strategic licensing programs for both Brand Owners and Manufacturers

Typical Clientele

Brand Owners and Manufacturers

Categories

Corporate Trademark, and all categories

Headquarters

United States

Areas of Operation

North America

Contact

info@perpetuallicensing.com
212.585.2500



Playlife Co., LLC

Playlife Co. represents premier sports, game, and entertainment brands, interactive game developers, merchandise manufacturers, and distribution publishing platforms. Playlife identifies lifestyle trends in sports, entertainment and technology; and then negotiates and oversees their evolution across game platforms and merchandise categories.

Services

Long-standing relationships. Strategic market planning. Category development planning. Solicit developers and merchandise manufacturers, and obtain proposals. Collaborations and Co-branding.

Typical Clientele

A variety of premier properties, digital developers, manufacturers, and distribution solutions, including Dorna Sports' MotoGP; Play Mechanix' Big Buck Hunter; premier Mexican wrestling, Masked Republic; Major League Wrestling (MLW); Bruce Lee's Masters of One; KESS Co.; Pure Imagination; game distributors, in China; and more.

Categories

Entertainment and Character, Toys and Games, Sports, Video Games or Software, Lifestyle

Headquarters

United States

Offices

North America and China

Areas of Operation

Global

Contact

info@playlifeco.com,
818-585-7086

PRODUCT LOUNGE

Product Lounge

The Home Furnishings Licensing Agency

Services

Full service licensing agency for the Home Furnishings sector.

Typical Clientele

Home furnishings brands, interior designers, product designers, and archives.

Categories

Art & Design
Home

Headquarters

USA

Offices

USA

Areas of Operation

North America

Contact:

info@productlounge.com
718.246.9600
<https://www.productlounge.com/>



Remarkable Brands

Remarkable Brands is a full-service New York City-based licensing and branding agency founded in 2014 by Stacey Reiner, an industry veteran with more than 20 years of experience in the business. Reiner honed her considerable skills at industry-leading companies such as HIT Entertainment, a division of Mattel, Inc., as well as Ragdoll Worldwide, Commonwealth Toy & Novelty, and Toymax, Inc. Reiner is committed to achieving superior results for her clients and helping them to build enduring brands for consumers around the world.

Services

Remarkable Brands will work closely with clients to help develop their corporate and brand strategies, consumer products campaigns and effective licensing partnerships. Our experience spans across a wide variety of product categories and across various retail channels.

Typical Clientele

Entertainment, toys and games brands.

Categories

Entertainment, Toys & Games

Headquarters

New York City, USA

Areas of Operation

Global

Contact

646-717-2606
stacey@remarkablebrandsinc.com



Renaissance Licensing

We are brand building, product licensing, and music clearance experts with decades of experience across nearly all product categories and retail distribution. We specialize in representing both living and deceased celebrities, artists, and musicians. Through our network of global partners, we offer our clients an international presence and access to all major markets.

Services

We offer both full service representation to those seeking a wholistic approach to their brand management, in addition to bespoke product licensing, music clearance, and IP management on a contract basis.

Typical Clientele

The Renaissance team has deep connectivity in the apparel, accessory, and home categories across the North American and European markets. We leverage our network to support our roster of iconic celebrities, artists, and musicians.

Categories

Entertainment and Character, Fashion, Art & Design, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

renaissancelicensing.com/contact/



Retail Monster LLC

Retail Monster LLC. is a global brand extension and licensing company that develops and delivers family brands to retail for Intellectual Property Holders, Retailers, and Product Suppliers alike, through our best-in-class retail relationships, and extensive expertise and capabilities within Licensing, Creative, Marketing, IP Advisory, and Sales.

Services

Retail Development, IP Advisory, Licensing, Creative, and Marketing

Typical Clientele

IP Owners, Film and TV, Video Games, Lifestyle, and Fashion

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Corporate Trademark
Video Games or Software
Lifestyle

Headquarters

US

Offices

US, Canada, UK, and EU

Areas of Operation

Global

Contact:

<https://retailmonster.com/contact>
<https://www.retailmonster.com/>



Spotlight Licensing and Brand Management, Inc.

Spotlight Licensing and Brand Management, Inc. is a NYC-based boutique licensing agency specializing in representation of Entertainment, Art/Design, Digital, and Character Brands for merchandise licensing.

Services

Spotlight Licensing is a full-service agency offering strategic and innovative approaches to product licensing.

Typical Clientele

Spotlight clients include movie/ tv production companies, artists/ designers, book and comic publishers, digital celebrities, and more.

Categories

Entertainment and Character
Art & Design

Headquarters

United States of America

Offices

USA

Areas of Operation

Global

Contact:

carole@spotlightlicensing.com
<https://spotlightlicensing.com/>

STARWOOD BRANDS

License Brand Advisory & Management.

Starwood Brands

Representing 100+ industry leaders across multiple categories. Starwood's clients are recognized and respected manufacturers that are committed to innovation and pushing boundaries. Starwood brokers

Services

Brokering brand licensing deals for wholesalers, manufacturers, and brands

Typical Clientele

Apparel, Fashion Accessories, Home Goods, Sporting Goods, Children's Products, Everyday Essentials, and more

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Food & Beverage, Lifestyle

Headquarters

United States

Offices

United States, Canada, Mexico, Europe, Middle East, China

Areas of Operation

Global

Contact

Licensing@starwoodbrands.com

STRIKER

Striker Entertainment, LLC

Striker Entertainment is a cutting edge entertainment marketing agency specializing in the extension of pop culturally relevant brands into powerful and profitable consumer products and media programs.

Services

Striker provides a full suite of sales and administrative services providing a turnkey solution for right's holders. Sales, strategy, retail development, trade show participation, trendspotting, contract administration, brand assurance/ approvals, and royalty collection and management are fundamental services that are part of our representation relationships.

Typical Clientele

Striker represents several film, television, and video game producers, networks, and developer/ publishers. Our sweet spot are first time licensors that have created IP value in their vertical and are looking to build a derivative business and profit center supporting a double bottom line strategy without requiring investment or increased staffing.

Categories

Entertainment and Character, Toys and Games, Art & Design, Video Games or Software

Headquarters

United States

Areas of Operation

Global

Contact

info@strikerent.com, 818-225-9355



Suzan Lind Art Licensing and Design

We are committed to empowering manufacturers by elevating their brands and widening their customer base with exceptional, engaging art. Our curated portfolios boast a wide array of marketable artworks, aimed at captivating your audience. Our mission is to harness the transformative power of art to build connections, spark inspiration, and spread joy. Collaborating with us brings a blend of creativity and sharp business insight, essential for distinguishing your products in a bustling market. We pride ourselves on delivering customized solutions that resonate with your unique business needs, ensuring your brand's success in the vibrant intersection of art and commerce.

Services

We license art, photography, design and design services to manufacturers.

Typical Clientele

Categories include gift, home decor, stationery, toys, tech, craft, publishing, textile, accessories, novelties, fashion and more.

Categories

Art & Design

Headquarters

United States

Areas of Operation

Global

Contact

suzan@suzanlindartlicensing.com
203.273.3148



Synchronicity

Synchronicity is a boutique licensing agency founded by Cynthia Hall Domine, a 36-year licensing veteran. Synchronicity’s unique roster includes the Tootsie Roll Candy Brands (Tootsie Roll, Tootsie Pops, Sugar Daddy, Sugar Babies, Dots, Junior Mints, Charms, Blow Pops, Fluffy Stuff, and more); the Concord Candy Brands (Dubble Bubble, Razzles, and more); Jay@Play’s Happy Nappers and FlipaZoo; Mr. Puppy; Museum of Bad Art (MOBA); Sign of the Apocalypse; Artist Katie Merz; SupaPop, Super-Pulp, and My Starling by Sean Danconia; and Merchmake, the seamless, white label eCommerce platform that is everyone’s turnkey eStore Solution. See more at synclicensing.com and merchmake.com.

Services

Typical Clientele

Categories

Entertainment and Character, Toys and Games, Art & Design, Corporate Trademark, Food & Beverage, E-commerce

Headquarters

United States

Areas of Operation

North America

Contact

info@synclicensing.com
207.985.8815



Team Entertainment

An independent brand management company, and active player in TV Distribution, Co-productions, and Productions for web and TV, as well as working in Licensing & Merchandising. As of this year we have become partners of Toonz Entertainment, a leading global company in distribution, production and co-production.

Services

Licensing & Merchandise, TV & Film Distribution, direct to retail, promotion activities.

Typical Clientele

Toy Companies, Publishing Companies, Food Companies, Apparel Companies, Houseware Companies, Tech Companies, Back-to-school Companies, Accessories’ Companies, Film & TV Production Companies.

Categories

Entertainment and Character, Toys and Games, Fashion, Corporate Trademark, Food & Beverage Lifestyle

Headquarters

Italy

Offices

Italy

Areas of Operation

Global

Contact:

info@teamentertainment.eu
<https://www.teamentertainment.eu/>



The Blake Project

Services

To develop deeper levels of consumer engagement, TBP is a strategic brand consultancy helping brands accelerate growth through brand research, education, strategy & defense, and licensing. From foundational strategy and workshops to helping brands extend reach, building loyalty with a new income stream, every decision is rooted in strategy.

Typical Clientele

Currently for licensing we are focused on country music lifestyle brands and artists, including Opry Entertainment Group and country music girl-group Chapel Hart.

Categories

Corporate trademark, Lifestyle, Music (country), Art and Design

Headquarters

United States

Offices

Ecuador, Dubai, Riyadh

Areas of Operation

Global

Contact

info@theblakeproject.com



The Brand Liaison, LLC

The Brand Liaison is an award winning, top-tier licensing and brand management agency focused on creating new revenue streams for our clients through licensing, strategic partnerships and other brand extension opportunities. Representing both Licensors and Licensees, our team of seasoned "liaisons" has 200 years of experience in developing successful brand extension and licensing programs.

Typical Clientele

Fashion, character & entertainment, celebrity, childrens, sports, gaming and lifestyle brands.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

USA

Offices

USA, Canada and various agents throughout the world

Areas of Operation

North America
Australia/New Zealand

Contact:

Licensing@TheBrandLiaison.com
<https://thebrandliaison.com/>



The Intermarketing Group LLC

The Intermarketing Group LLC is an internationally known and well established art licensing agency representing licensed artists and licensed photographers. Our clients works are licensed widely for application to consumer products across a wide range of merchandise including but not limited to home decor, tabletop, Christmas ornaments, stationery, calendars, paper products, giftware, needlecraft, greeting cards, books puzzles and more. Please contact us to learn how our licensed properties and personal service can enhance your companies product lines and sales.

Services

The Intermarketing Group LLC offers a full spectrum of strategic marketing consulting services as well as License Agency representation to our Licensor(intellectual property owner) clientele.

Typical Clientele

Illustrators, artists, photographers, designers.

Categories

Art & Design, Photography

Headquarters

United States

Areas of Operation

Global

Contact

lgerson@theintermarketinggroup.com



The Point.1888

The Point.1888 is leading the next generation of brand licensing. We match brands with retailers and manufacturers to create powerful new products, boosting client revenue, brand awareness, consumer engagement and brand love. We donate 11% of our profits each year to charities that have an emotional connection to each collaboration. Born from Joseph Miller & Sons Ltd, The Point.1888 is a fifth-generation family company with 130 years of experience in bringing products to market. We believe that making more money and getting closer to customers is easy when you have the right partner.

Services

Strategy, Full service Brand Extension agency, Retail activation

Typical Clientele

Toy companies, production companys, food brands, designers, charities and lifestyle brands.

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Food & Beverage, Lifestyle

Headquarters

UK

Offices

UK

Areas of Operation

Global

Contact:

helloyou@thepoint1888.com
<https://thepoint1888.com/>



Tom Binder Fine Arts

Licensing the Art of popular commercial artists such as Alexander Chen, Ken Shotwell, Su Liao, Elaine Binde and others.

Services

Help in finding Licensees.

Typical Clientele

Novelty Companies, Puzzle Manufacturers,

Categories

Art & Design

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

info@artman.net

<https://www.artman.net/>



Tycoon Enterprises

We are the most important brand licensing company in Latin America. With more than 30 years of representing the most prestigious brands, materializing, and monetizing their potential to its highest level. At Tycoon, we offer an extensive portfolio of entertaining, corporate, fashion, and lifestyle brands. We were born in Mexico and have offices with local talent in Brazil, Chile, Colombia, Peru, Costa Rica, Ecuador, and Argentina.

Services

Tycoon Enterprises offers L&M services and have strong retail focus and support.

Typical Clientele

Videogames, Film and TV production, Streaming, Toy companies, Manga & Anime, Lifestyle & Fashion Brands, Food & Beverages, Sport teams, leagues and associations.

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Corporate Trademark, Food & Beverage, Video Games or Software Lifestyle

Headquarters

Mexico

Offices

Mexico, Brazil, Chile, Colombia, Peru, Costa Rica, Ecuador, and Argentina.

Areas of Operation

North America

Latin America

Contact:

contacto@tycoon.mx

<https://tycoon.mx/en/>



Warrington Management Inc.

Services

Full service licensing agency managing all aspects of our client's licensing programs: Strategic support; 'best in Class' Network; Contract negotiation and administration; Royalty Management; Quality Control; Legal Protection; Audits and Compliance.

Typical Clientele

Our typical clients are brands that wish to expand their licensing programs in the Canadian and Japanese markets.

Categories

Entertainment and Character
Fashion
Art & Design
Sports
Corporate Trademark
Lifestyle

Headquarters

CANADA

Offices

Canada, JAPAN

Areas of Operation

Global

Contact:

dw@wmgi.com

<http://www.wmgi.com/>



ZenWorks

ZenWorks is a Tokyo IP licensing and marketing solutions specialist delivering license agency, consultancy, and marketing support services to brand owners, studios, and content creators in Japan, East Asia and worldwide. We focus on helping our agency and consulting clients build sustainable businesses for their brands through a highly focused, hands-on approach customized to clients' goals, needs, and circumstances. We represent leading licensing solution providers including Total Licensing B2B media (advertising), Informa Markets (licensing trade events), Kilogrammedia (PR), New Alchemy Solutions (anti-counterfeiting), Kidz Global (market research), and Hal Creative Studio (design).

Typical Clientele

Kikoman Corporation, Benesse Corporation

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

Japan

Areas of Operation

Global

Contact

info@zenworks.jp



ZOLAN
LICENSING AGENCY

Zolan Licensing Agency

A boutique Art and Design licensing agency of emerging and diverse young art brands and globally acclaimed heritage brands inspired by artistry, creativity, originality, and passion.

Services

Licensing, Product Design and Application, and Consulting

Typical Clientele

Work with clients in all categories and sectors of the market who have a focus on art and design and interest in emerging and diverse artists.

Categories

Fashion, Art & Design, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

<https://zolanagency.com/contact/>