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LICENSE[®]

THE LICENSING INDUSTRY'S THOUGHT LEADER
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Merch by Amazon is reshaping how brands do business, offering a one-stop-shop for products that allows licensors, licensees and content creators more flexibility than ever before.

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Plus:

- Top 20 Global Licensing Agents
- Crayola Goes Outside the Lines
- Licensing Beyond the Snack Aisle



112 SKECHERS USA

\$200M (NYSE: SKX)

WWW.SKECHERS.COM

Top licensed brands in 2017 consisted of Skechers, Skechers Sport, Skechers Kids, Skechers Performance Division and Twinkle Toes by Skechers.

Licensed products based upon the above-referenced brands were sold through a variety of retailers including

Skechers stores worldwide; department stores; big box retailers; regional and specialty stores such as toy, sporting goods and footwear retailers; Internet retailers; shopping clubs; and military exchange stores.

The Skechers licensing program in 2017 continued its strong growth momentum within all of the above retail channels through sales of licensed products around the world. Strong success can be found within regional department store chains, shoe chains, e-commerce, sporting goods stores, shopping clubs and military exchange services.

Skechers will continue to offer a segmented, tiered licensing program that, in order to further build Skechers as a global sport/active lifestyle brand, consists primarily of casual athletic/active sport products for men, women and kids. In addition, Skechers sees strong continued growth of the sparkle, color, lights, glitter and bling of Twinkle Toes. The company will also continue to build upon its apparel programs for adults and kids; sock, bags, backpacks and eyewear for all; watches; medical scrubs and uniforms for the healthcare industry; fashion accessories; and health and beauty. Skechers will soon be launching outerwear, swimwear, underwear, sleepwear, cold weather, consumer electronics for adults and kids; and fitness, running, yoga and workplace safety accessories for adults. Skechers will also continue to pursue additional growth opportunities within currently unlicensed categories. The company also sees targeted opportunities for extending its Skechers Work brand to offer apparel for men and women on the job. Finally, Skechers still sees excellent opportunities overseas and the continued development of targeted direct-to-retail programs with many of the top retailers around the world.



113 SPORTS AFIELD

\$193M (PRIVATE)

WWW.SPORTSAFIELDTROPHYPROPERTIES.COM, WWW.SPORTSAFIELD.COM

Sports Afield was founded in Denver, Colorado, in 1887 by Claude King as a magazine for rural, outdoor living and hunting and fishing. After WWII, it was bought by Hearst Publications, and since the early 2000s it has been owned by a private investor group. The Sports Afield brand has been licensed since before WWII and today is licensed worldwide in the following categories: security safes, outdoor recreational real estate, Russian language edition of Sports Afield magazine, World of Sports Afield television show, Sports Afield log homes, Sports Afield home decorations, Sports Afield clothing, Sports Afield back packs, Sports Afield crystal dehumidifiers, Sports Afield books, Sports Afield knives, Sports Afield camping and other outdoor related products.

Top retail partners include Costco, Amazon, Dunham's, Tractor Supply, Home Depot, Costco.com and Sam's Club, independent retailers, independent outdoor recreational real estate agents.

Further growth for the Sports Afield brand in 2018 includes extensive expansion of the real estate marketing entity Sports Afield Trophy Properties in Canada. The Sports Afield Trophy Property web site will be upgraded with a specific Canadian section to accommodate real-estate broker expansion in this fast-growing market. Also to be launched are deer blinds and deer stands. Further expansion of the knife category from sporting to kitchen and other inside the home uses. In 2018, the safe line will be completely replaced with new models that will take bio-metric security input; many models will be water proof, have a lifetime guarantee and the color ranges will be expanded.

114 PARAMOUNT PICTURES

\$192M (NYSE: VIA)

WWW.PARAMOUNT.COM

Paramount's catalog continued to drive revenue and growth in 2017. *The Godfather* celebrated its 45th anniversary in 2017, and it continues to be one of the studio's most popular properties across all licensed categories. Other top properties included *Mean Girls*, *Breakfast at Tiffany's*, *Top Gun*, *Grease*, *Mission: Impossible*, *Ferris Bueller's Day Off* and *Up in Smoke*. The studio also supported key new theatrical releases, including *Ghost in the Shell* and *Baywatch*, with targeted licensed product and retail programs.

To celebrate *The Godfather's* 45th anniversary, fans were given new ways to interact with the classic property through a new interactive mobile game alongside traditional board and card games. OPI brought classic Hollywood glamour to their holiday nail polish program with a global line inspired by *Breakfast at Tiffany's*. *Mean Girls* continues to grow in popularity, the "Episode Featuring *Mean Girls*" mobile game surpassed 50 million unique users, says Paramount, and the pop culture classic expanded into the health and beauty category with multiple cosmetics lines released both domestically and internationally. In March, fans of *Ghost in the Shell* were given the opportunity to experience the movie's intense action first hand through a virtual reality experience, and in May, licensed partners and retailers celebrated sun, red bathing suits and slow-motion running with a robust licensed program to support *Baywatch*. Global *Baywatch* retail partners included Under Armour, H&M, Bloomingdales, Pull & Bear, Knockaround, Primark and Tipsy Elves.

2018 looks to be another year of growth for the studio's classic catalog properties. *Grease*, the biggest movie musical of all time, celebrates its 40th anniversary with consumer products across all categories releasing throughout the year. *Up in Smoke* will also be celebrating its 40th anniversary with merchandise and promotions beginning in April. This summer, one of the studio's largest franchises will be returning with *Mission: Impossible Fallout* releasing in July. In addition to these 2018 efforts, the studio is also putting significant efforts behind Paramount Animation, which will drive growth in 2019 and beyond.