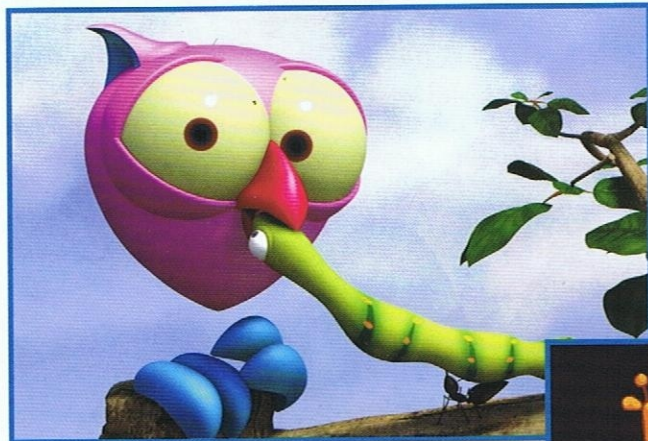




capoeira, and it debuts on-air this month. The merch program will skew more towards boys, says international licensing manager Michelle Pearce, who's hoping to secure publishing, back-to-school and video game partners at Brand Licensing. Product should be ready for fall 2009, embodying the striking, warm color palette of the show and playing up the property's mythical elements and characters. For phase two, Pearce would like to explore digital licensing opportunities such as mobile content and ring tones before expanding into toys and games.



BBC adds two more IPs for wee kids

From Little Airplane Productions, the studio behind *The Wonder Pets!*, comes *3rd and Bird*. Having secured international L&M rights to the series, which is already airing on the Beeb, BBC Worldwide is making a big push for the avian-centric property at Brand Licensing. Senior licensing manager of toys Julie Kekwick says she's already received proposals from potential partners, and at press time, she was close to announcing master toy and publishing licensees. BBCW is looking to launch a limited range of product for preschoolers (with a sweet spot of kids ages three to four) at UK mass retail by fall/winter '09, with toys, DVDs, melamine, nightwear and bedding leading the way. She's planning on a second wave for spring 2010 and is open to discussing partnerships in outerwear, gifts, stationery, greeting cards, bags and food.

Harry and Toto, meanwhile, is another preschool highlight in BBCW's portfolio this year. This series is based on the age-old tortoise-and-hare fable and aims to teach kids about opposites. Kekwick is looking for puzzle, greeting card, tableware, gift, stationery, nightwear and bag licensees to launch product in fall/winter '09. She's pushing the property's learning values and is planning a slower retail rollout, preferring to launch in specialty retail outlets with an educational bent rather than mass-market venues.

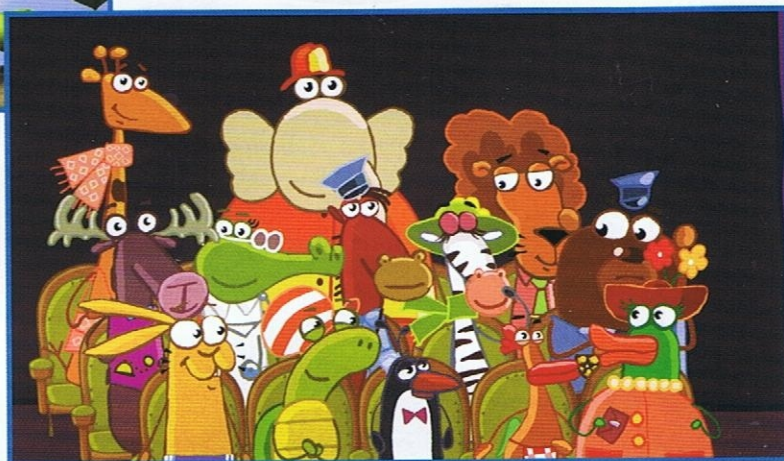
TV-Loonland gets into character

The wise old bird who meets the reaper at the end of every episode of *The Owl* has racked up a pretty long list of phase one

licensees for starring in such a short-form series. So far, Vivid Imaginations (plush, plush backpacks), Player X (mobile phone content) and Universal Strategic Marketing (DVDs) are on-board. TV-L's head of L&M Bernd Conrad says that because the dialogue-free series relies so heavily on expressions, the program should be driven by character art, and he plans to develop it into a fashion brand for the seven to 12 set. Conrad is still in the market for partners in accessories and textiles, and a website is currently in development.

Meanwhile, YouTube sensation Pat & Stan, whose animated music video for "The Lion Sleeps Tonight" has climbed the charts since its debut last year to become the site's 10th most-watched clip, is already making consumer products moves. TV-L is co-producing a full-on 39 x seven-minute CGI series with France's MacGuff and TF1, and the project is presold around the world and on-track to deliver at the end of the year. Conrad has already lined up a multimedia accessories partner in Eurotek (mobile phone accessories, laptop cases, iPod cases, MP3 player cases) and a couple of

BBC Worldwide is looking for licensees to play on the world of opposites in its program for *Harry and Toto* (below), while *The Owl* (left) enjoys life in the CP realm with a decent slate of starter licensees that TV-L is looking to build on



DVD partners (Panini Video for Germany, Austria and Switzerland, and DNC for Italy). He's cultivating a spring/fall '09 mass program similar to the one he rolled out for Little Princess, with a focus on licensees that have international relationships across territories. Targeting kids ages six to nine, Pat & Stan is open for business in all other categories, and licensees should play on the range of characters in the series.

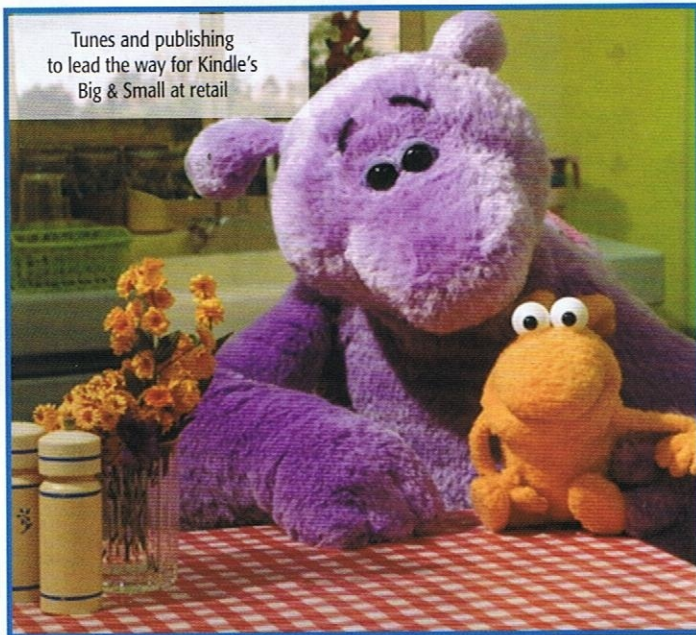
Big & Small gets ahead with Start

As Kindle's first offering prepares to debut on CBeebies in the fall, the studio has tapped Start Licensing to begin filling out a medium-sized music- and book-led L&M plan for Big & Small. The agency's founder and director, Ian Downes, is looking for a music download partner and a publishing house to do storybooks and activity formats that complement a pre-existing deal with CBeebies' comic-style magazine. Downes is also sussing out opportunities in apparel (including a range of mother and child T-shirts) and



licensing

Tunes and publishing to lead the way for Kindle's Big & Small at retail




toys—particularly early learning ranges and feature/interactive plush. Start is currently working with Rainbow Productions to create costumed characters and hopes to move the property into live

stage shows down the road. The bulk of the program will roll out across mid-tier, book and specialty toy retail in spring 2009, teased by music downloads and the magazine effort this fall.

Parthenon makes sweet L&M music with Freefonix

Parthenon Entertainment is looking to hit all the right licensing notes with its blueprint for Brit prodco Cinnamon's music-based animated series *Freefonix*. The show, which currently airs on CBBC, features a fashion-forward character style that brand consultant Caroline Mickler is hoping to tap into with a strong apparel and accessories effort for kids 10 to 12. Key categories in this vein including apparel, headwear, footwear, bags and accessories are all open, and the property's style guide will offer licensees plenty of potential to play up Freefonix's urban street spirit. Mickler is also looking to introduce the first phase of the program at record retailers to further establish the IP's dominant music theme.

A second merch wave that's in the planning stages will rest on a broader distribution strategy and roll in additional product categories such as musical instruments. 

LINKS

- BBC Worldwide > www.bbc.com
- Bang on the Door > www.bangonthedoor.com
- Contender Entertainment Group > www.contendergroup.com
- FremantleMedia > www.fremantlemedia.com
- Jetix Consumer Products > www.jetixcp.net
- Kindle Entertainment > www.kindleentertainment.com
- The Licensing Company > www.thelicensingcompany.com
- Parthenon Entertainment > www.parthenonentertainment.com
- RDF Kids and Family > www.rdfmedia.com
- Target Entertainment > www.target-entertainment.com
- TV-Loonland > www.tvloonland.com



PROPERTY LISTING

Licenses recently granted

Property	Granted by	Granted to	Product category	Demo	Release date
American Idol	Fremantle Enterprises	Konami Digital Entertainment	Karaoke Revolution video game	kids	holiday 2008
Barney	HIT Entertainment	Lionsgate	DVDs	preschool	October 2008
Dinosaur King	4Kids Entertainment	Playmates The Cookie Company	master toy apparel (Germany, Austria, Switzerland)	kids	spring 2009
Madagascar: Escape 2 Africa	DreamWorks	CandyRiffic	novelty candy	kids	October 2008
Fifi and the Flowertots	Target Entertainment	GSP Ben Ross BHL	interactive software (UK) wood furniture, bubble blowers (UK) stationery (UK)	kids	early 2009
Hello Kitty	Sanrio	Mad Barbarians	apparel, accessories, lifestyle	tweens	holiday 2008
Hotel for Dogs	Paramount Licensing	Simon & Schuster	publishing	kids	November 2008
It's Happy Bunny	CopCorp Licensing	Baby Boom Consumer Products Millennium Apparel Group Idea Nuovo	cuddle pillows, floor pillows, inflatable furniture, plush baskets swimwear, outerwear room décor, accessories, storage items	kids girls kids	Q1 2009 November 2008
Madeline	DIC Entertainment	Kids Preferred	dolls, plush	girls	October 2008
Paul Frank	Paul Frank Industries	NTD Apparel FAB/Starpoint Silver Goose	T-shirts, fleece, sleepwear, swimwear, sportswear backpacks, handbags, totebags, wallets, stationery, luggage accessories	youth, toddlers, infants kids youth, toddlers, infants	spring 2009
Roary the Racing Car	Chapman Entertainment	GSP GB Eye	interactive software (UK) posters (UK)	kids	spring/summer 2009 fall 2009
Teenage Mutant Ninja Turtles	4Kids Entertainment	Trademark Products, Vacant Designs, Chunk, Bravado	apparel	kids	May 2009