

• TOYS

The Skinny on Subway

New York-based licensing agency The Beanstalk Group signed on as the exclusive licensing agency for the U.S. and Canada for Subway

Restaurants, the submarine sandwich franchise with more than 20,800 locations in 72 countries.

First to be served are role-play food sets for children. With childhood obesity on the minds of many marketers, Subway takes an active approach to supporting a healthy lifestyle for both adults and children in its advertising and restaurant operations, as well as with a childhood obesity prevention initiative. Scheduled to hit retail shelves in fall 2004, the three Subway-branded role-play food sets from licensee Creative Designs International Ltd. will feature baked potato crisps, a juice box, water, vegetables for salads, sandwich meats and cheeses. Packaging will offer nutritional and exercise tips.

The Beanstalk Group also will look for licenses in the food category, with Subway-branded deli meats, cheeses, and condiments to be sold at national food retailers.



• APPAREL & INTIMATE APPAREL

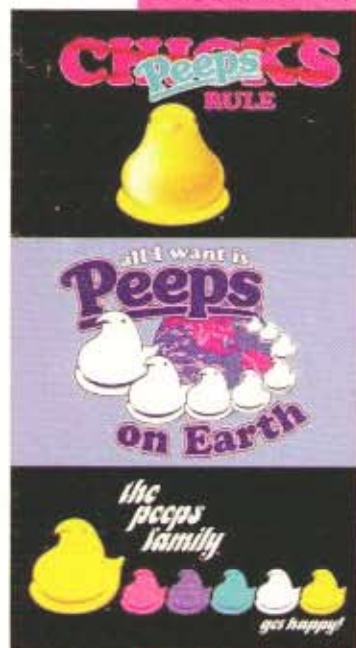
You Hot Tamales

Well, Hot Tamales is just one of the candy brands from Just Born, Inc., now being represented by Lisa Marks & Associates, Inc. (LMA). The licensing agency is already underway with licensing programs for Marshmallow Peeps, Hot Tamales, and Mike and Ike. According to LMA President Lisa Marks, licensee Jerry Leigh Apparel already has delivered T-shirts, sweatshirts, and fleece, while licensee Designs by

Skaffles has brought intimates and loungewear to mid-tier and department store channels.

"Peeps led the way among the first brands to be introduced," says Marks. Among other licenses signed for the three candy brands are Paper Magic for egg dye kits and costumes, and Dudlee for Easter egg kits. Marks says the first push for these candy brands is with a comprehensive fashion program, being rounded out by hats/headwear to come in holiday '04 and Easter '05. A plush program will follow in the same time frame. Beyond plush, Marks plans expansion in the toy area with games.

Other items on the licensing agenda for the candy brands include greeting cards, food licensing, and accessories (handbags). Other Just Born brands include Zours, Peanut Chews, and Teenie Beance. Peanut Chews will be a major focus for Marks going forward. Concludes Marks, "These brands lend well to fashion, particularly with the retro trend."



• TOOLS, CALENDARS, & MORE

Brand New

- **Bushnell Performance Optics**, a supplier of sports optics such as binoculars and telescopes, signed with Allied International to develop Bushnell laser measurement tools, including laser levels, electronic stud sensors, and laser tape rules. The deal was brokered by Bushnell's licensing agent, MODA International Marketing.
- **2005 calendars** are on the agenda for Carnival Cruise Lines, as it licensed Willow Creek for a line of 12-month hanging calendars. The calendars will feature the photography of Danny Lehman, with shots of Carnival ships in exotic locales. The deal was brokered by Carnival's licensing agent, Marathon Projects.
- **Agent IMG Licensing** signed on to represent Timex exclusively for licensing and merchandising. Planned extensions include portable communication devices and home equipment (air purifiers, humidifiers, heaters, etc.).
- **Interactive Toy Concepts** signed licensing agreements with two defense companies, separately: Lockheed Martin Corp. and Northrop Grumman Corp. For Lockheed Martin, ITC launches a radio-controlled F-117 Nighthawk replica made of virtually unbreakable EPO foam. For Northrop Grumman, ITC launches an R/C B-2 Stealth replica, also made of EPO foam.
- **The BMW Mini** entered into licensing agreements with Italian bag and luggage manufacturer Mandarin Duck, and eyewear manufacturer De Rigo Group of Italy. Both are two-year licensing agreements starting this year. Launch time frame for eyewear had not been determined at press time; luggage and bags will debut at the Geneva Automotive Show this year.