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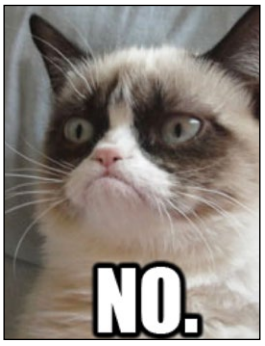

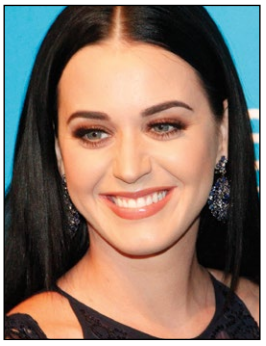

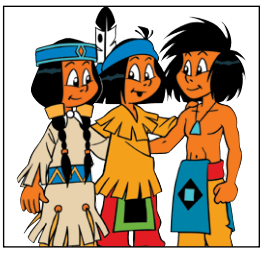

country for Peanuts. With an array of events lined up for the 65th anniversary, the gang, centered around Snoopy and his sidekick Woodstock is set to enjoy a birthday party Germany will not forget. The biggest event in the history of the Peanuts brand will be marked by the first ever movie released at the end of 2015. The movie is produced by Blue Sky Studios in 3D CGI and supported by a multimillion dollar campaign by Twentieth Century Fox. Ahead of the movie, Snoopy and the Peanuts gang are set to be the subjects of a new TV series encompassing 500 episodes. Produced with today's children in mind, the adventures of Charlie Brown, Woodstock, Snoopy and Lucy are lively, fast paced, and humorous. Beyond the movie and the new television series, Snoopy's sister, Belle, will be introduced to the mid-tier segment of the market. The appearance of Snoopy's fashion driven sibling will be supported by a nationwide PR campaign including print, magazines, marketing events and online media aimed at young women and teens.

Another classic brand with unbroken success throughout all German retail segments is Hello Kitty. The character was able to attract over 20 new licensing partners ranging from Johnson & Johnson's Bebe Brand to Hello Kitty branded ketchup over the last year. New product highlights include Zwilling cutlery, an extremely successful non-alcohol sparkling children's Champagne and baby bottles and pacifiers. Hello Kitty has also expanded into new product segments including cat food and professional martia arts sportswear.

Finally, The Very Hungry Caterpillar continues to be as strong amongst parents and children. With its educational approach, the brand has been popular since it was first released in 1970. Over the last three years alone, over 500,000 copies of the book by German publisher Gerstenberg have been sold. Team! Licensing is now set to expand the licensing portfolio into currently untouched categories including food, baby accessories and retail partnerships.

In 1980 former investment banker Michael A. Lou started as a licensee for the board game Dallas. Today he is the owner of Germany's oldest independent licensing agency. Based upon his Dallas success, with over 700,000 units sold, he became the licensing agent for the TV series, which was the first time that entertainment content targeted at adults was licensed in German speaking markets, which up until then, had been dominated by children's properties.

As he licensed more Dallas products than the rest of the world put together, his newly established V.I.P. Agency took on other well-known properties including Star Wars, Indiana Jones, James Bond, Terminator, Rambo, Tarzan, Pippi Longstocking, Charlie Chaplin, Elvis Presley, Marilyn Monroe, Pepsi Cola, Pierre Cardin, IBM. Motorola, Fabergé, the Davis Cup, NFL, UCLA and various charities, to name but a few.

As licensing, back in the 1980s, was still largely unknown, Lou toured Germany and lectured the basics at universities and marketing associations, writing countless articles for trade magazines and books.

V.I.P was also the first agency to start brand licensing through representation of the ICE high-speed train from the German Railway Company. This was followed by other brands including the relaunch of the brand of the court jewellery of the Tzars 70 years ago. Until Lou took it over, the brand

was only used for mass market body care products. Unilever, the then owner, appointed V.I.P to license luxury products.
Since 1989 Lou's Hamburg-based company specializes in classic properties, brands, famous artists and entertainment properties, such as the Beatles, Yellow Submarine, Salvador Dali's El triomf I el Rodoli de la Gala I en Dalí, Deutscher Tierschutz-bund (the German association for the prevention of cruelty to animals), celebrity painter Sid Maurer's (including his Penthouse Pets) and various local properties.

A recently signed brand is Little House on the Prairie, based on Laura Ingalls Wilder's tales of a family's struggles in rural USA some 130 years ago. Over the past 80 years, more than 60 million books have been published in 27 languages and the 210 television episodes have been sold to 100 countries with 700,000 DVDs sold in German speaking markets.
In Germany, the TV series runs on Kabel 1 and is now also aired on Sat1 Gold and in Austria on Puls4.
Universal Pictures re-launched all 210 episodes fully digitalized for Christmas 2014 in a gift box and will launch individual episodes in 2015.

WunderWelt, which is the licensed label of the German production company WunderWerk and the children's label Edel:Kids is extending its portfolio.
During its first year, the marketer has been able to establish a number of products in new formats. The production Ringelgasse 19 will be launched as a storybook, produced by German toy company Ravensburger and other editions, including a friendship book are planned.

Patu the frog represents ecology and fair trade and Rotho Baby has designed a series of baby care products which includes a bathtub, and a toilet seat. Each product is made of 100% biodegradable material.
A new addition to the WunderWelt portfolio is Quirinius Quinn. The story by well-known children's book author Cilly Holle, describes life from the perspective of a boy living in a soap bubble. Using illustrations, Holle presents a world in which makes unbelievable things seem possible. The licensing program is focussing on products that have the potential to allow the brand to become a classic.
Wir Kinder aus dem Möwenweg, a production based on the books of bestselling author Kirsten Boie, has found a new home at WunderWelt. The series, based on the idyllic world of eight friends will be broadcast in 2015. At the same time as the TV premiere, a wide variety of merchandising products will be offered at German retail.
Other licensed properties including Petson and Findus, Plötzlich Topmodel! and Die Abenteuer des jungen Marco Polo will also be the subject of new products in the marketplace this year.

Finally in our roundup of Germany licensing, Art 28 in Stuttgart represents a number of international artists for exhibitions, publishing, catalogues, and books as well as licensing and merchandising, public relations and sales of artwork through its network of international galleries.
First and foremost among the artists represented is James Rizzi, who Art 28 have been representing since 2005 and continue to do so following James' untimely death in 2011.
Art 28 has an extensive catalogue of over 5,000 high quality, high resolution digital files of James' artwork, suitable for all types of licensed products.
James Rizzi became famous for the 3D paper sculptures he invented, the childlike forms and bright colors of which were to become his artistic trademark. During his lifetime, he acquired a large international following across all age groups and social classes.
Another claim to fame came through the application of his distinctive style to a number of everyday objects – from Rizzi stamps to the Rizzi house, from Rizzi puzzles to the Rizzi jet and from Rizzi chinaware to Rizzi cars and trains.