RASTAMOUSE MAGAZINE

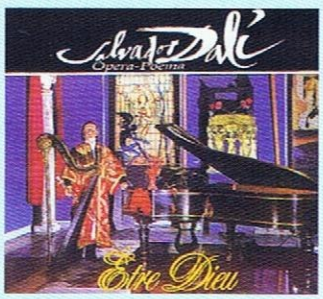
DHX Media, together with subsidiary W!ldbrain Entertainment, has signed a deal with Immediate Media for Rastamouse, currently airing on CBeebies and the iPlayer.

Immediate Media will publish a standalone Rastamouse title every four weeks from June 2012.

The new Rastamouse magazine follows a 'Rastamouse special' issue of CBeebies Magazine published in February 2012.

Angeles Blanco, Director of Licensing at DHX Media said: "Rastamouse's unique brand of charm continues to attract new fans and partners to the property. The launch of Immediate Media's standalone Rastamouse title will complement the products in the market and bring more Mouseland mysteries and an extra helping of Easy Crew entertainment and activities to fans of the country's foremost skate-boarding musical mouse."

VIP LICENSES SALVADOR DALI'S ARTWORK



Hamburg-based VIP has been appointed to one of Salvador Dali's most important work – El Triomf y el Rodili de la Gala I en Dali. Salvador Dali created the work in 1961 and it was completed in a matter of days in India ink on a single sheet of paper. It comprises 43 pairs of drawings and verses. The main themes in the work include the famous flowing clock, swans, the crown and others. The drawings can be used together or individually. Behind each motif lays a story and picture from Salvador Dali's life including those that influenced him such as Picasso and Gaudi as well as his wife Gala. Dali gave Fages the right to commercially exploit his work stating, 'you may exploit my original drawings in any form or application'. VS Marketing acquired the art piece in 2005, as well as exploitation rights, following the conclusion of a legal battle between the Salvador Dali Foundation and VS Marketing.

VIP also represents VS marketing Ltd for the famous paintings from the Dalí-Opera "Être Dieu".

US AGENT FOR SUGAR & BABE

Crown Creative in Tokyo, a fashion brand company is successfully licensing its property Sugar & Babe and has recently appointed Coda Apparel NY to represent the Sugar & Babe brand in the USA. A new Sugar & Babe junior apparel collection will debut this Fall with other product lines including sleepwear, intimates, cold weather clothing, accessories and handbags. Sugar & Babe now has representation in Europe, Latin America and Asia.

The two cat sisters, Sugar & Babe, were launched in Japan in 2007 and have gained fans across the world with their Rock-Glam lifestyle. Promotional animated videos created by a leading Japanese animation studio will be released shortly as sales materials. Licensed products range from accessories to stationery, mobile contents and credit cards amongst other categories.

STUDIO LICENSING TO REP PEPPA PIG IN CANADA

Studio Licensing is to represent Peppa Pig, for licensing and merchandising activity in Canada.

Licensed by Entertainment One Family, Peppa Pig currently has a broadcast presence in over 180 countries.

Studio Licensing will deliver an extensive consumer products programme due for launch in 2013.

BNLICENSING

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