V.I.P. REPRESENTS ROUTE 66 IN GERMANY

ROUTE® 66

Feel the Freedom

V.I.P. Entertainment & Merchandising has been appointed by Tempting Brands as its new representative for the Route 66 brand in Germany, Austria and Switzerland.

Tempting Brands owns a wide portfolioof Trademarks and copyrights related to the famous Route 66 logo. Route 66 licenses have been already granted for apparel, footwear, car/trucker/motorcycle accessories, eyewear and other products in various countries.

INDIAN CRICKET STAR IN DEAL

Harbhajan Singh, of the Indian Cricket team, has announced his first licensing agreement with License India.

As per the agreement, License India will identify the right opportunities for licensed merchandise, as well as setting up a chain of restaurants under the name of Bhajji Da Dhaba. Harbhajan Singh explains, "Setting up a restaurant has been a part of my plans for years; hence 'Bhajji Da Dhaba' would be the best fit for my first licensing deal. I'm also eager to launch my first signature product in a few months and look forward to develop additional sports equipments and academies in the coming years."

According to Ms Anupama Bindra, Business Head, License India, "A growing number of celebrities and brand owners are recognizing the benefits of licensing as a strategic marketing tool, which can effectively enhance brand awareness, reach new customers, reinforce brand's image, expand distribution and generate revenue. Going by the trend we can forecast an increasing number of brands and celebrities to enter the licensing space".

NEW JOB FOR MICKEY MOUSE IN CHINA

Mickey Mouse has a new job in China: teaching kids how to speak English at new schools owned by Walt Disney Co.

The company says the initiative is primarily about teaching language skills to children, not extending its brand in the world's most populous nation. But from the oversize Mickey Mouse sculpture in the foyer to diction lessons starring Lilo and Stitch, the company's flagship school is filled with Disney references.

Classroom names recall Disney movies, such as "Andy's Bedroom," the setting of the Toy Story films. To hold the attention of children as young as two years old, there is the Disney Magic Theater, which combines functions of a computer, television and chalkboard and is the main teaching tool.

Disney's foray into English-language instruction in China comes as the niche industry is booming. McKinsey & Co. estimates that China's foreign-language business is worth $2.1 billion annually. More than 300 million Chinese are studying English, according to a speech delivered in January by Premier Wen Jiabao.

ANIMAL PLANET EXPANDING FOOTPRINT

Animal Planet and its licensing agent, the Joester Loria Group (JLG), have signed a number of new licensees in key product categories ranging from room décor and apparel to customized photography printing and novelty candy. Looking to expand its brand footprint, the new products will begin hitting the market later this year.

Building on the success of the Animal Planet toy line at Toys R US, new Animal Planet branded merchandise partners added by JLG include: Fotozines (customized photographic prints), Bendon Publishing International (children's publishing color and activity books); Trau and Loevner (t-shirts, tops, hoodies); Envirosax (re-usable shopping totes); Screenlife (DVD games, board games, puzzles); TexStyle (bedding and room décor); Marion Health Greeting Cards (social expressions); Hilco Corporation (novelty candy); and Zak Designs (children's dinnerware).

In addition, Animal Planet also has licensing agreements with video game publisher Activision; Sherwood Brands (Easter baskets and seasonal gift sets); TFH Publications (publishing); Buyseasons (children's costumes); Jakks (dog and cat toys, dog beds, leashes and collars); and Celebrate Expressions (party paper goods). Animal Planet will leverage its on-air and online platforms to support its licensing efforts including product placement and brand integration.