CBS • Sears • SI for Kids • Small Soldiers • B.U.M. • Folk Art

License!

The Magazine of Licensing Worldwide

July 1998

currently rolling out the program across Europe and rumor has it this figure co... double the year aft...

Which ... to t...

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Simon & Schuster goes British

Moving into a new terriotory, Simon and Schuster has launched a new U.K. children's division. The new division is a joint partnership between Simon & Schuster Children's Publishing and Pociet Books.

Martina Challis, formerly managing director at Random House Children's UK, will head up the new division, serving as children's publishing director. She will report to Nick Webb, president and publisher of Simon & Schuster UK.

The new division publishing lists will center around the Rugrats, Clueless, Sabrina the Teenage Witch and Star Trek licenses.

A key initiative will be the spring 1999 launch of the Rugrats film tie-in books to coincide with the release of the film in the U.K.

3D ...

...America ...o, 3D has a large ...ster of properties to work with—all of Hasbro's toy and game brands. It also serves as the exclusive international representative ...mall ...

3D is headquartered in London with offices in Australia, France and Germany. It manages its business through its own staff and an extensive network of agents.

My Little Pony, by Hasbro, is currently the company's biggest initiative, as international licensees remain hungry for a strong girls' property.

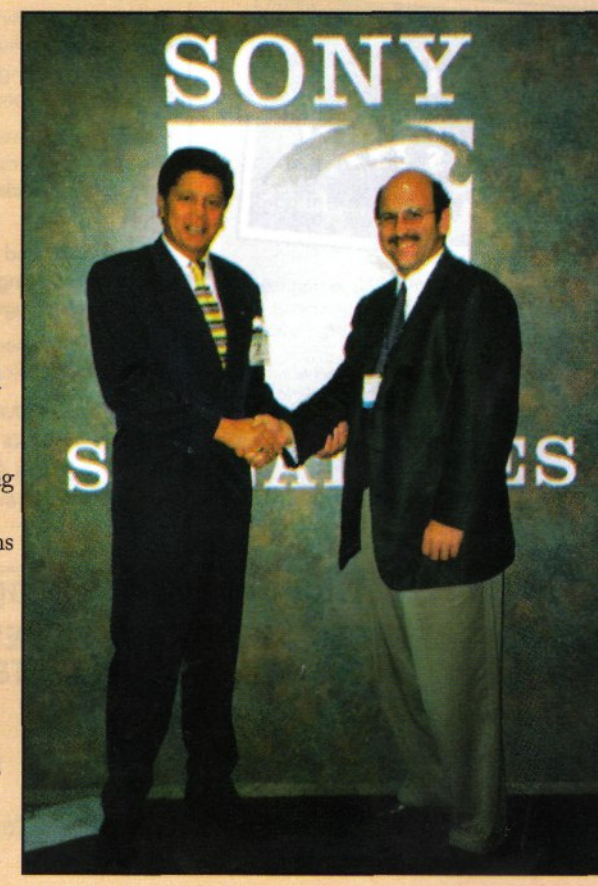
With 24 international licensees were on board as the product line was being prepped for launch in the United Kingdom and throughout Europe in the fourth quarter. •

Sony Signatures taps VIP promotions

Bolstering its licensing catalogue, VIP Promotions has signed with music licensing powerhouse Sony Signatures to tap into its ever-increasing roster of well known artists.

The deal specifically covers Germany, Austria and Switzerland with VIP Promotions responsible for promotions, advertising, commercial endorsement and marketing opportunities.

Sony's current army of musicians includes Celine Dion, Madonna, Janet Jackson, Michael Jackson, Mariah Carey and KISS.



VIP Promotions director Michael Lou (left) and Sony Signatures president Dell Furano are ready to bring American music merchandising to the Alps.