

STAND D070

4Kids Entertainment International /
4Sight Licensing solutions
www.4kidsentertainment.com



London-based 4Kids Entertainment International Limited is a licensing agent dealing exclusively with top children's properties such as Max Adventures, Yu-Gi-Oh! and Dinosaur King. 4Sight Licensing solutions is a subsidiary of 4Kids Entertainment, specialising in the marketing and licensing of corporate, art and fashion brands geared

primarily to adults, teens and tweens - these include The Kennel Club/Crufts, Chicaloca, Artist Collection: The Dog and Friends, Pachanga and Hokusai. Both 4Kids and 4Sight are set to announce details of new representation agreements during the lead up to BLE 2011.



Yu-Gi-Oh!

A trading card game and TV franchise currently celebrating its 10th anniversary. The latest series Yu-Gi-Oh! 5D's is broadcast across Europe, along with the previous generations Yu-Gi-Oh! and Yu-Gi-Oh! GX, whilst a new series Yu-Gi-Oh! ZEXAL, will launch soon in Europe. Yu-Gi-Oh! 3D: Bonds Beyond Time was successfully released earlier this year.

Max Adventures

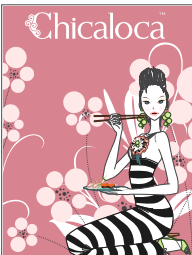
Aimed at 6-10 year olds, features the lovable Max the Lion and is currently making a mark across Europe. A TV show has been snapped up by key European broadcasters and a Max Adventures ice cream range is proving extremely popular.



Max Adventures



Yu-Gi-Oh!



Chicaloca



The Kennel Club and Crufts



Artist Collection:
The Dog and Friends



Chicaloca

An aspirational fashion property representing the independent, fun-loving and trendy attitude that embodies the lifestyle of today's tween/teen girl. It is proving to be very popular with teenage girls across the world.

The Kennel Club and Crufts

Separate brands with a common ethos – The Kennel Club advises and inspires dog owners across the UK and hosts Crufts, the world-famous dog show. Both brands are synonymous with loving and caring for pet dogs.

Artist Collection: The Dog and Friends

A popular animal photography franchise starring The Dog, The Cat and The Pig, and newcomers The Duck, The Rabbit and The Hamster. The property is based around adorable pictures taken using a fish-eye lens and has been successful in both the licensing and promotional sectors across Europe.