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Hasbro Entertainment & Licensing
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The Global Brand Licensing and Publishing division of Hasbro will arrive at Brand Licensing Europe this year with its expansive brand portfolio from TRANSFORMERS to MY LITTLE PONY and NERF showcasing lifestyle licensing merchandise for kids, adults and families. The

lineup will span major categories including apparel, home, food, and publishing. Additionally, the company will spotlight ongoing momentum in the entertainment sector from film to television and digital gaming.



Battleship

Building on the blockbuster movie success with the TRANSFORMERS franchise and continuing the theme of immersive brand experiences, Hasbro brings yet more action to the big screen in 2012 with BATTLESHIP the movie, GI JOE and OUJIA



Transformers Prime

Building on the success of the TRANSFORMERS franchise Hasbro Global Brand Licensing and Publishing continues to expand its worldwide TRANSFORMERS licensing programme with the focus on Transformers Prime, an action packed 52 episode animated series launching on Cartoon Network and other major European broadcasters, this Autumn.



Nerf

One of Hasbro's fastest growing brands, NERF has blasted its way to the No.1 spot in the sports and games category and has extended its appeal to boys 8+ beyond blasters and social media hype, to lifestyle licensed categories such as wheeled goods, apparel and consumer electronics.



My Little Pony

MY LITTLE PONY licensing efforts will build on the all new and highly anticipated 52 episode television series, MY LITTLE PONY Friendship Is Magic, airing on Cartoon Network and other major European broadcasters from Summer 2011. In Spring 2012, licensees will bring to market products that mirror the look-and-feel of the new MY LITTLE PONY aesthetics from the successful show across a variety of categories such as apparel, accessories, toys, home décor and publishing.



Littlest Pet Shop

LITTLEST PET SHOP continues to maintain its allure with tween girls positioning the brand as a global licensing powerhouse with steady growth in categories such as apparel, home décor, back to school, consumer electronics and digital gaming.