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King Features

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King Features Syndicate, a member of Hearst Entertainment and Syndication Group, is the world's premier distributor of some 160 comics, columns, editorial cartoons, puzzles and games to nearly 5,000 print and online newspapers and other outlets worldwide. One of the largest and most experienced organizations in merchandise licensing and entertainment, King represents classic properties, such

as "Popeye," "Betty Boop," "Beetle Bailey," "Flash Gordon," "The Phantom" and "Mandrake the Magician." The company continues to expand its portfolio and now represents new properties, including Brazilian pop culture artist Romero Britto; the classic Americana brand Bazooka and the Bazooka Joe character; the lifestyle brand, The Art of Todd (Goldman); and artist Elwood Smith.

Popeye

Popeye and his lovable cast of characters (Olive Oyl, Bluto, Swee'Pea and Wimpy) continue to be top-of-mind with food licensees, who are introducing new Popeye products on a continuous basis. The world-famous Sailor Man is also putting his fashion foot forward at retail through new design partnerships.



Popeye

Betty Boop

Betty Boop has become a multi-million-dollar brand, licensed by quality manufacturers in virtually every product category, from apparel and fashion accessories to giftware and stationery to housewares, consumer electronics and slot machines. She's an undeniable licensing powerhouse in the United States and has increased in popularity with consumers worldwide.



Baby Boop



Betty Boop

Baby Boop

King Features has been raising the profile of Baby Boop, the infant version of the popular Queen of Cartoons. Both in the United States and internationally, new agreements have been signed for infant apparel and accessories, baby-care products, gifts and stationery and learning and exploration products.

Beetle Bailey

The world's most famous Army private has made the journey from classic comic strip to high-end, military-inspired fashion line via trendsetter Darren Romanelli, founder of prominent streetwear brand Dr. Romanelli (DRx), and the Project Show, the world's premier contemporary fashion event.



Beetle Bailey

Romero Britto

A modern day pop culture phenomenon, Romero Britto has created contemporary masterpieces with his vibrant colors, bold patterns and a continuous message of hope. Britto's paintings and sculptures are currently exhibited in more than 100 galleries worldwide. His works are in private collections and public spaces.



Romero Britto