

**STAND D005**

Saban Brands

[www.sabanbrands.com](http://www.sabanbrands.com)



Formed in 2010 as an affiliate of Saban Capital, Saban Brands (SB) was established to acquire and develop a world-class portfolio of properties and capitalize on the company's experience, track record and capabilities in growing and monetizing consumer brands. Applying a strategic transmedia and licensing management approach to enhancing and extending its brands in markets worldwide, the company provides full service management, marketing, promotion and

strategic business development for its intellectual properties. Offering comprehensive strategies unique to each brand; trademark and copyright management and enforcement, creative design, consumer and retail development and more, Saban Brands announced in May 2010 their first acquisition with Power Rangers. This was soon followed by their acquisition of Paul Frank Industries in August of that same year.

