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The Licensing Company (TLC)  
[www.thelicensingcompany.com](http://www.thelicensingcompany.com)



The Licensing Company is an award winning, global brand extension entertainment licensing consultancy and agency with a robust track record of success around the world. With five strategically located offices in the world's top economies, the US, UK, France, Germany and

Japan, we have the ability to look at brands on a global basis and create innovative, long-term partnerships that set the standard in the industry. We are a talented group of people, with the spirit and experience to nurture and develop opportunities for brands worldwide.



Star Wars

More than three decades ago, Star Wars burst onto movie screens and created a collective experience that would forever change our culture. Star Wars has become the most successful film series of all time and the biggest merchandising franchise ever; The No. 1 entertainment property in the world. Our strategic licensing programme continues to bring this number 1 global entertainment property to new audiences through innovative product initiatives, in Apparel, Publishing, Toys, Interactive, Home and Promotions. [www.starwars.com](http://www.starwars.com)



Coca-Cola

Originally created in 1886, Coca-Cola is the most recognized trademark in the world. Celebrating its 125th Anniversary this year, Coca-Cola has always connected with consumers to refresh the world and inspire moments of optimism. Today sold in more than 200 countries, it is a truly powerful Global Brand. TLC has developed a comprehensive Brand Extension programme that is currently active in 65 markets. Coca-Cola licensed products represent a shared aspirational lifestyle appeal to a broad range of consumers. [www.coca-cola.com](http://www.coca-cola.com)



The Gruffalo

First published in 1999, The Gruffalo has been described as a 'modern classic' and today is the UK's best selling picture book. Written by Julia Donaldson and illustrated by Axel Scheffler and has been translated into 40 different languages selling over 4 million copies worldwide. Together with TLC, a stunning range of products has been produced for The Gruffalo that kids and adults adore. 2011 see's the introduction of The Gruffalos Child, set to launch over the Christmas period.



Skechers

As an award-winning global leader in the footwear industry, Skechers designs, develops and markets lifestyle footwear and fashion that appeals to trend-savvy men, women and children. A £2 billion dollar global business, Skechers success stems from its high-quality, varied product offering, diversified domestic and international distribution channels and cutting edge print and television advertising. Together with TLC, the Skechers brand extension programme includes an exciting range across Fashion, Accessories and Lifestyle products, all designed to appeal to the active and fashion conscious consumer.



Jelly Belly

With over 14 million Jelly Belly jelly beans sold across the globe every year, Jelly Belly is the world's most famous jelly bean. Our brand extension programme translates the fun, flavour and colourful image of the brand into original and creative products, in the Home, Health and Beauty and Gifting categories. [www.jellybelly-uk.com](http://www.jellybelly-uk.com)