

Licensing

Lima Announces Winners of the Annual International Licensing Excellence Awards

Star Wars: Episode III Revenge of the Sith by Lucasfilm Ltd. took top honors as the 2005 Overall Best License of the Year at the Annual LIMA Gala and Awards Ceremony for the International Licensing Industry Merchandisers' Association (LIMA). The presentation recognizes the best and brightest programs and products in the worldwide licensing industry.

The LIMA International Licensing Excellence Awards include 15 awards in seven major categories, honoring licenses from the worlds of Art, Character, Corporate, Sports, Retail, Promotions and Film, Television and Entertainment, as well as the Overall Best License of the Year.

Winners from the Best Film, Television and Entertainment category included Hasbro, Inc., which was honored as Hard Goods Licensee for their Star Wars Lightsaber Battle Game. Kids Headquarters took top honors as the Soft Goods Licensee for their line of Dora the Explorer apparel. And the Best Film, Television and Entertainment Brand License of the Year went to Nickelodeon's Dora the Explorer for the second year in a row.

Disney's Cinderella won the Best Character Brand License of the Year, while CSS Industries was named Hard Goods Licensee of the Year in that category for its Mr. and Mrs. Potato Head pumpkin push-ins. Jerry Leigh Apparel won as the Soft Goods Licensee of the Year for its line of It's Happy Bunny apparel.

The Best Corporate Brand License went to Crayola,

owned by Binney & Smith, Inc. and represented by Nancy Bailey and Associates. The Corporate Hard Goods Licensee Award was presented to Fisher-Price for the Power Wheels Cadillac Escalade; and Mighty Fine won for Corporate Brand Soft Goods Licensee for its line of Ford T-shirts.

Continued on page 208

Other highlights included a win for World Poker Tour by World Poker Tour Enterprises, represented by Brandgenuity, as Best Sports Brand License of the Year. The Best Art Brand License of the Year went to Andy Warhol by The Andy Warhol Foundation, represented by The Beanstalk Group, LLC. Hot Topic took the Retailer of the Year award for the property Napoleon Dynamite. Finally, Best Promotion of the Year went to Healthy Habits for Life by Sesame Workshop and Sunkist.

In addition to the awards presentation, Mr. Shintaro Tsuji, Chief Executive Officer and President, Sanrio Co. Ltd., was honored as the newest and first international inductee into The Murray Altkhuler Licensing Industry Hall of Fame for his lifetime of achievements. Mr. Tsuji was recognized for his 30-year career in the licensing industry in which he grew Hello Kitty into a global licensing phenomenon.

For the third consecutive year, LIMA is working with Children's Brain Tumor Foundation as its charity of choice. The foundation works to improve the treatment, quality of life, and long-term outlook for children with brain and spinal cord tumors. LIMA donated a portion of the Award Gala ticket sales to the foundation, as well as all proceeds raised from a special tribute book honoring Mr. Tsuji and the evening's nominees.

2005 Award Winners:

- 2005 Overall Best License of the Year: Star Wars: Episode III Revenge of the Sith (Lucasfilm Ltd.)
- 2005 Best Art Brand License: Andy Warhol (The Andy Warhol Foundation/The Beanstalk Group, LLC)
- 2005 Best Character Brand License: Disney's Cinderella (The Walt Disney Company/Disney Consumer Products)
- 2005 Best Character Brand Licensee - Hard Goods: CSS Industries, Inc. (Mr. & Mrs. Potato Head)
- 2005 Best Character Brand Licensee - Soft Goods: Jerry Leigh Apparel (It's Happy Bunny)
- 2005 Best Corporate Brand License: Crayola (Binney & Smith, Inc./Nancy Bailey & Associates, Inc.)
- 2005 Best Corporate Brand Licensee - Hard Goods: Fisher-Price, Inc. (Cadillac Escalade)
- 2005 Best Corporate Brand Licensee - Soft Goods: Mighty Fine (Ford)
- 2005 Best Film, TV and Entertainment Brand License: Dora the Explorer (Nickelodeon)
- 2005 Best Film, TV and Entertainment Licensee - Hard Goods: Hasbro, Inc. (Star Wars)
- 2005 Best Film, TV and Entertainment Brand Licensee - Soft Goods: Kids Headquarters (Dora the Explorer)
- 2005 Best Sports Brand License: World Poker Tour (Brandgenuity)
- 2005 Best Sports Brand Licensee: Digital Blue (Tony Hawk)
- 2005 Best Promotion of the Year: Healthy Habits for Life by Sesame Workshop and Sunkist (Sesame Workshop)
- 2005 Best Retailer of the Year: Hot Topic (Napoleon Dynamite)✎