

REAL Deal

NICKELODEON AND SHUTTERFLY

Nickelodeon has teamed up with Shutterfly in a licensing agreement to create and distribute a new line of personalized Shutterfly products. The new products will feature three of the characters from Nickelodeon's animated children's shows: *Dora The Explorer*, *SpongeBob SquarePants*, and *Go, Diego, Go*. The characters will appear on products such as photo books, adventure books, greeting cards, and photo cards. The partnership significantly expands Shutterfly's licensing portfolio.



PARAMOUNT LICENSING AND MCFARLANE TOYS

Paramount Licensing has signed an agreement with McFarlane Toys for a line of action figures based on the CGI movie *Beowulf*. Each of the detailed posed action figures is based on a scene from the motion picture. Each figure is six inches tall and was sculpted from an original maquette of the character. Young Beowulf has a sword and horn, both prominent in the film. Dragon sits on a detailed ocean base. Grendel's Mother has a bendable tail that is playable and poseable on the figure's ornate treasure base. The figures will retail for \$10–12 each.

Grendel's Mother figure from McFarlane Toys



MODA INTERNATIONAL MARKETING AND AMERTAC

MODA International Marketing has signed its client, Prism Industries, into a deal with AmerTac. Under the terms of the deal, AmerTac will use Prism's patent-pending lighting technology to create night lights with distinctive designs. The Prism lighting system is a low-cost energy-efficient lighting technology that is designed to enhance visual effects, color blends, and synchronize lights with sound.

CARTOON NETWORK AND KELLYTOY USA

KellyToy USA has entered into a partnership with Cartoon Network to create plush, sporting goods, and novelty items based on Cartoon Network's portfolio of properties, including Ben 10; Foster's Home for Imaginary Friends; The Grim Adventures of Billy & Mandy; Camp Lazlo; My Gym Partner Is a Monkey; Ed, Edd, and Eddy; and The Powerpuff Girls. The products will be available this spring, and will be distributed to amusement park game redemption centers, amusement shops, and amusement cranes throughout North America. This is Cartoon Network's first foray into the amusement park distribution channel.



Eduardo plush toy

POKÉMON AND VARIOUS LICENSEES

Pokémon has signed agreements with various licensees to expand the brand's presence in the licensing arena. American Greetings is producing greeting cards, party goods, gift packaging, boxed valentines, and holiday ornaments. Scholastic is producing the *Pokémon Experts Club* books, as well as related products. E.S. Originals will produce jewelry, accessories, and footwear. Celebrate Express will be producing additional party goods.

