



## Just Born Adds Partners

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Licensing agency Lisa Marks Associates has signed licensing agreements for Just Born's portfolio of brands including Peeps, Mike and Ike and Hot Tamales.

The Bradford Exchange has been tapped to create a line of Peeps figurines, co-branded with the NFL. The company is also producing pink resin Peeps figurines in support of breast cancer awareness, along with Peeps-branded bank checks, checkbook covers, address labels and personalized stationery.

Also for Peeps, Longberger will expand its additional range of ceramic figures to include a lavender Peep and a miniature version in classic yellow.

Concept One is on board to launch a line of baseball hats and knit caps for the Peeps, Mike and Ike and Hot Tamales brands. Concept One will also produce a range of cold weather accessories as well.

"Just Born's brands are lifelong favorites, and the expanding licensing program is a reflection of the consumers' love for them," says Lisa Marks, president, LMA. "We are excited to be working with such great partners to produce high-quality products that can be enjoyed again and again, whether it's a baseball hat that you can wear every day or collectibles that can be passed down to your family."

