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Vol. 3, No. 11, November 2008

Royalties\$

the journal of the licensing industry

REAL *Deal*

LISA MARKS & ASSOCIATES AND VARIOUS LICENSEES

Lisa Marks & Associates (LMA) has announced the expansion of multiple established brand programs, with new partnerships in a variety of categories. LMA will be extending the Peeps brand licensing program with a new partnership with Russ Berrie. Russ Berrie will be creating basic, collectible, and novelty plush lines, novelty toys, and plush slippers for all retail channels. Houston Harvest will extend its Peeps confectionery line with popcorn gift and tin sets.

Houston Harvest will also produce Hot Tamales cinnamon-flavored popcorn sets for Valentine's Day '09. Taste of Nature will introduce Hot Tamales and Mike and Ike brand cotton candy.

LMA has also signed three new licensees for the Colorforms brand. Tara Toys will create mini party favor playsets. IDM Group will be introducing a line of baby and kids' products, including playwear, sleepwear, loungewear, and underwear. Li Fung USA will develop juniors' and men's sleepwear, loungewear, and underwear.

