

PRESENT

TOTAL LICENSING REPORT

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LMA Extends Licensing Programs

Licensing Agency Lisa Marks Associates, Inc. (LMA) has expanded programs within its current portfolio of brands with key partnerships. Licensing Programs Launch for Perfetti Van Melle's Global Lifestyle Brands Mentos and Chupa Chups.

Two new Mentos-inspired scented programs will leverage the flavors and fresh positioning of the global leadership brand. In Q2, home décor and tableware manufacturer The Jay Companies will launch their aromatic assortment of Mentos candles, diffusers, tart burners and more. The program is planned for a range of retail channels including food, drug, mass, mid-tier and department stores.

Rotuba Extruders is developing a line of scented and unscented pens, pencils with scented toppers, scented rulers, car air fresheners, and scented jewelry for mass, specialty, mid-tier, convenience, and other retailers across the United States and Canada, with a planned launch of Q3 2016.

Desperate Enterprises has signed on to create a line of tin signs and magnets, which also launched in 2016. The US-made products capture the dynamic graphics of the Mentos brand and will be available at gift shops, specialty stores, mass and online throughout the US and Canada.

Accessawear's extensive Mentos electronics collection will include water speakers, power-banks, ear buds, headphones, thumb drives, selfie sticks, coin banks, cell phone cases and Bluetooth speakers. The design-led items will be in specialty stores, mid-tier department stores, mass and online in the US and Canada in 2016. Mentos® is the #1 global mint brand, owned by Perfetti van Melle Group, the third largest confectionery group in the world.

LMA has signed on New York-based Taste Beauty to develop a broad beauty program for the Chupa Chups® brand. The collection will include lip care, lip balm and gloss, nail polish and accessories, cosmetic bags, gift sets and more, featuring the vibrant and colorful range of Chupa Chups art and graphics. Products will be available in the United States and Canada at mass, specialty, value, department and drug stores in Q3 2016. Chupa Chups®, also owned by Perfetti van Melle Group, is the world's most popular lollipop brand and the 5th largest confectionary brand worldwide, with approximately five billion Chupa Chups consumed each year in over 150 countries