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## LMA Picks Up Lionel Model Train Brand

Sep 15, 2017 | By License Global

*The licensing agency is on board to expand Lionel into toys, games, gifts, publishing, digital games and more.*

NORTH AMERICA—Model train company Lionel has appointed Lisa Marks Associates to serve as its North American licensing agency.

Through the agreement, the model train brand will be extended into categories including toys and games, gifts and collectibles, publishing, digital games and apps, apparel and accessories and more.

“Lionel embodies tradition and quality and evokes shared multigenerational memories,” says Lisa Marks, president, LMA. “Those attributes, along with elements of both timelessness and modernity, make Lionel an ideal licensing partner. Lionel is a beloved and trusted heritage brand with over a century of creative, authentic, and solidly crafted products behind it, and we look forward to carrying those qualities into a range of product categories.”



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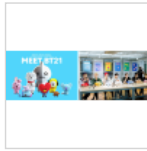




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