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# Spirit of the Deal

## Will You Be My BFF?

It can be said that every business is a networking business, but none is more so than licensing. We are all cautious not to burn bridges; we extend ourselves to help when we can, and sometimes even when we can't – all the name of networking. One of LIMA's best benefits has been the access it provides to networking with people in our industry. It has been a great way to make contacts and have contacts develop into long term friends. Yet, I never knew how many "friends" I had until the electronic age.

looking for a new job, (be careful that your supervisor doesn't frequent the site); or are you trying to build your business (sales leads); or maybe you just want to be where the action is. Either way, your on line profile will need to be slanted toward your goal. Think if it as a meeting – when you go to a meeting you always have an outcome in mind.

 I am sure I am not alone here, but I am bombarded by "friend" requests from Linked In and other social sites. Often these are people who have never spoken to me, who have never met me – But here they are asking to be part of my "network."


**3. Update your profile/status.** (I am very bad at this.); but by keeping active you stay in front of your contacts and friends. You are here for visibility, right?

Hmmmmm. Say "yes" and expand my network (not unlike the ever-expanding universe) – or wait for a real acquaintance to make an introduction? As the King of Siam might say, "It is puzzlement."

**4. Be Selective.** (I am good at this.) I like to think that for my contacts I can tell you something about them. Maybe we only met once or only chatted on the phone, but I am not into pure numbers, I do not want to be a record holder with the most "on line friends" but then again if that is your goal, go for it.


It would seem prudent for someone in a communication field like licensing to pick up a phone and call someone new and introduce themselves.



**5. Check your settings** – Privacy is always an issue, you might want to be sure how you are viewed by anyone looking at your profile and what you want to show and not show. You can show more to "friends" than to strangers. 

But, at the risk of sounding snarky, that would require effort, and a little courage.


**6. Join groups** – Show your interests outside the core business groups. Alumni groups, volunteer groups, and more, give you a more rounded presence on line.

So, if not for "cold calling" (because who actually calls anymore?) what is the best way to make use of these "tools?" 

**7. Travel?** Use the trip-it device on linked in to let your contacts know you are coming to town, or maybe you don't want everyone to know? Tough call for me; but always a consideration.

### 7 ways to make a difference in our business world utilizing these tools:

**1. My favorite use is to remember names**  
Here's how: when you meet someone for the first time, you can check their profile out and see their interests, photo, or more and that little exercise will not only help you remember their name forever, it may provide you with a more "in common" conversation the next time you meet.

In the end remember, I do want to be your friend, and I want to help my new friends connect to my old friends. Just before you go introducing yourself as my newest BFF, at least take the time to learn my first name, OK? 

**2. Another aspect of social media is "Why?"** As in why are you here? Are you



# CLIENT SPOTLIGHT:

## Comic Images Celebrates 30 Years!

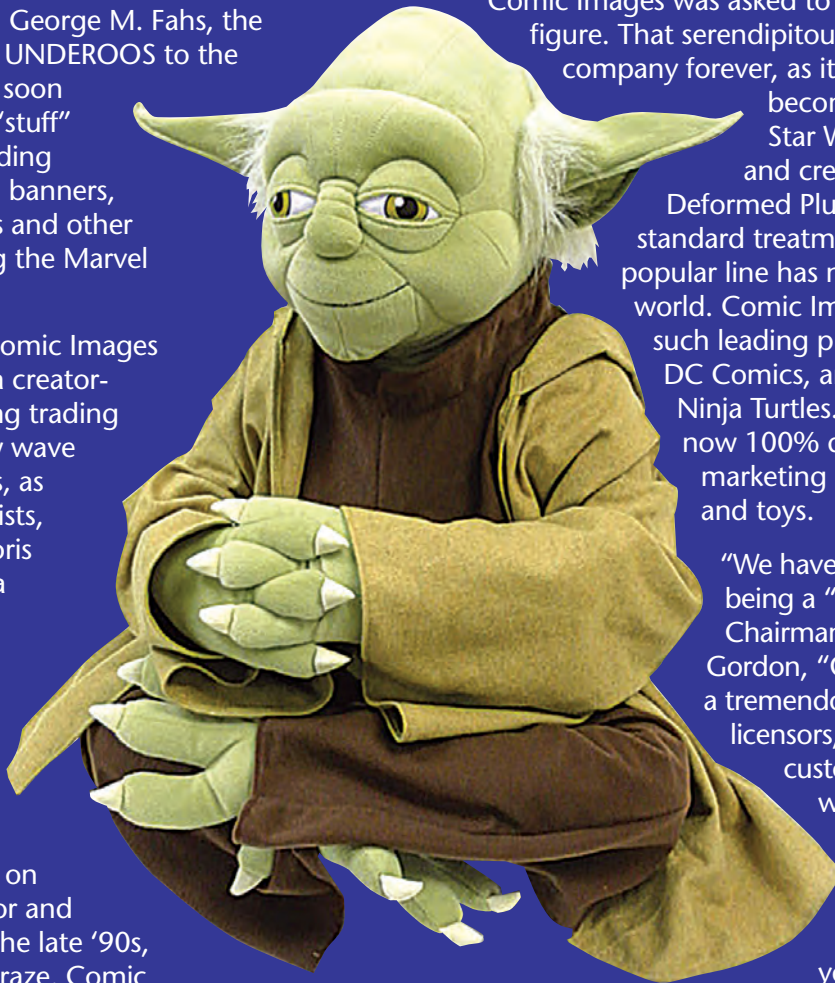


"We have these comic shops, but they need stuff," ...and with these words from Jim Robinson, *Licensing Director of Marvel Comics* in 1984, came the birth of **Comic Images**.

Founded by Hank Rose and George M. Fahs, the dynamic duo who brought UNDEROOS to the market, Comic Images was soon manufacturing all kinds of "stuff" for the comic market, including T-shirts, trading cards, pins, banners, posters, hats, wall hangings and other assorted trinkets, all bearing the Marvel characters' imagery.

As the company evolved, Comic Images developed a reputation as a creator-friendly company, publishing trading cards headlined by the new wave of Marvel artists and writers, as well as fantasy and sci-fi artists, including Frank Frazetta, Boris Vallejo, Luis Royo and Olivia DeBerardinis.

In 1994, Alan Gordon joined the company and expanded Comic Images's offerings to the specialty and mass markets. Soon the company was manufacturing cards based on WWE, Shrek, The Terminator and the hot TV series, "24." In the late '90s, during the "Beanie Baby" craze, Comic Images manufactured the first ever series of "WWE" themed Wrestling Bears. Who knew then that the groundwork that The Rock, Stone Cold Steve Austin and HHH were laying for Comic Images would change the future of the company?



In 2005, while holding a "Star Wars" license for gumball machines and ceramic banks,

Comic Images was asked to make a 26" Yoda plush figure. That serendipitous moment changed the company forever, as it propelled Comic Images to become the leading provider of Star Wars plush in North America, and created the category of Super Deformed Plush, which has become a standard treatment in the industry. The popular line has now reaches around the world. Comic Images holds plush licenses for such leading properties as Marvel Comics, DC Comics, and The Teenage Mutant Ninja Turtles. Today, Comic Images is now 100% dedicated to making and marketing licensed plush collectibles and toys.

"We have come a long way from being a "stuff maker," says Hank Rose, Chairman. Adds President & CEO, Gordon, "Over the years, we have had a tremendous amount of support from licensors, retailers, suppliers, artists, customers - you name it. We wouldn't be here today were it not for the generosity and good deeds of a myriad of fine folks who have been by our side during our 30 year history."

Both Gordon and Rose agree that they are lucky to be a part of such a dynamic industry where you can read comics, watch TV, go to wrestling matches and dress up as a Wookiee and call it a day's work.

**Happy 30th Anniversary, Comic Images!**

### UPCOMING TRADE SHOW SCHEDULE

**CES (Consumer Electronics Show) - Las Vegas; January 8th - 10th**  
**TOY FAIR - New York; February 16th - 19th**  
**MAGIC - Las Vegas; February 18th - 20th**  
**GPE (Global Pet Expo) - Orlando; March 12th-14th**  
**NHMA (Housewares Show) - Chicago; March 15th - 18th**  
**NATIONAL HARDWARE SHOW - Las Vegas; May 6th - 8th**  
**SWEET & SNACK ESPO - Chicago; May 20th - 22nd**  
**LICENSING SHOW (LIMA) - Las Vegas; June 17th - 19th**

**COMIC CON - San Diego; July 24th - 27th**  
**TOY PREVIEW - Dallas; October 7th - 9th**  
**COMIC CON - New York; October 10th - 14th**  
**ABC Kids Expo (All Baby and Child) - Las Vegas; September 7th - 10th**  
**SEMA (Automotive Aftermarket) - Las Vegas; November 4th - 7th**  
**PLMA (Private Label Manufacturers Assoc) - Chicago; November 9th-11th**



# CLIENT ROSTER

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| CLIENT                              | DISTRIBUTION  | CORE PRODUCT LINE  | CURRENT LICENSES HELD   |
|-------------------------------------|---|--|---|
| <b>APPAREL &amp; ACCESSORIES</b>    |   |  |   |
| LIQUID BLUE                         | Mid-Tier, Specialty, Mass   | T-Shirts & Apparel   | AC/DC, Aerosmith, Allman Brothers, Bon Jovi, Grateful Dead, Jerry Garcia, Jimi Hendrix, Kiss, Led Zeppelin, Lynyrd Skynyrd, MLB, Monty Python, Motorhead, Naragansett, NFL, Ozzy, Pink Floyd, Pink Floyd The Wall, Popeye, Ramones, Rush, Sex Pistols, Slash, Slayer, The Beatles, The Moody Blues, The Simpsons, The Three Stooges, The Who, This is Spinal Tap, Tootsie Roll, Woodstock |
| <b>COLLECTIBLES &amp; NOVELTIES</b> |   |  |   |
| TODAY'S TRENDZ                      | Mass, Drug, Grocery, Specialty, Deep Discount, Convenience Stores | Collectible Coins, Tobacco Accessories, Novelties  | One Direction, Scarface, Son's of Anarchy   |
| <b>CONFECTIONS</b>                  |   |  |   |
| HILCO                               | Mass, Drug, Grocery, Specialty, Dollar Stores, Convenience Stores | Seasonal & Everyday Novelty Confections  | Batman, How to Train Your Dragon, Justice League, Scooby Doo, Superman  |
| <b>HEALTH &amp; BEAUTY AIDS</b>     |   |  |   |
| UNITED EXCHANGE CORP (UEC)          | Mass, Discount, Off Price, Deep Discount, Drug Stores, Grocery    | Pain Care, Oral Care, Beauty and Hair Care Products, Personal and Baby Wipes, and Pet Products             | Curious George  |
| <b>PET PRODUCTS</b>                 |   |  |   |
| QUAKER PET GROUP/SHERPA             | Mid Tier, Specialty, Mass, Department Stores                      | Pet Products including Toys, Exercise & Training aids, Cat Toys, & Soft Sided Pet Carriers and Accessories | Duck Dynasty  |
| <b>SEASONAL &amp; HOME DECOR</b>    |   |  |   |
| PRODUCTWORKS                        | Mass, Drug, Grocery, Specialty, Mail Order, Warehouse Clubs       | Lighted Indoor & Outdoor Decorations (Seasonal and Non-Seasonal), Window Clings, Lighted Novelties         | Peanuts, Rudolph the Red Nosed Reindeer, Sesame Street  |
| <b>TOYS</b>                         |   |  |   |
| COMIC IMAGES                        | Mass, Drug, Convenience Stores, Hobby Stores, On-line Retail      | Plush Figures, Novelty Golf Club Covers, Novelty Slippers, Figural Backpacks                               | Batman, DC Super Heroes, Marvel Super Heroes, Masters of The Universe, Mr. Peabody, Spiderman, Star Wars, Superman, Teenage Mutant Ninja Turtles, Vamplets, Wonder Woman  |



**THE APPALACHIAN TRAIL CONSERVANCY**

The ATC manages, maintains, and oversees the 2,180 mile Appalachian Trail spanning from Georgia to Maine and known worldwide as the "granddaddy" of all Trail Systems.

**OBJECTIVE:** to establish ATC' "Ultimate Trail Store" as a retail destination for all outdoor gear through a DTR program with a retail partner by 2015.

# NEWS & NOTES

## TODAY'S TRENDZ

We've been working with Gus Steven's company, Today's Trendz since mid-year. Gus is a licensing industry veteran, having been involved with a variety of programs from The Rolling Stones and Michael Jackson (at the time of the "Thriller" phenomenon) to Tomb Raider and Scarface, and most recently One Direction.

1D Today's Trends makes a unique coin collection, and in 2014 the company will introduce a line of Sons of Anarchy disposable lighters.



## NEWSLETTER

You may (or may not) have noticed that there was no June newsletter in your mailbox. (At least a few of you noticed – we heard from several folks and we're glad to know it was missed.) That's why we're excited to share that beginning in 2014 we are upgrading to a quarterly electronic newsletter. Our New Year's (January) issue will be mailed in "print" form and in April June/July and October you will receive our e-new packed with industry updates and news. We look forward to hearing what you think about the new approach.



### YOU CAN QUOTE ME ON THAT

"Earth without "art" is just "Eh?" "  
— Bumper Sticker

"Masquerading as a normal person day after day is exhausting."  
— Unknown

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