

DEAL OF THE DAY

SPIRIT OF THE

VOLUME 17 • JANUARY 2007

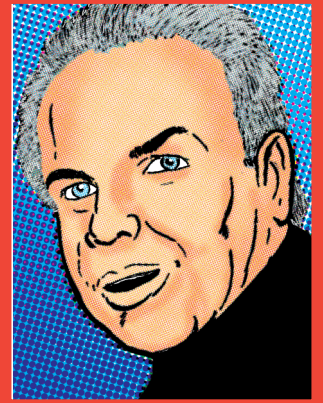
WOODY BROWNE

SUPERPOWER - Tenacity

WHAT GETS ME THROUGH THE DAY.... Dunkin Donuts' Coffee, Daydreams, and Something (Anything) to Smile About!

CAN'T LIVE WITHOUT - Look KG196 Carbon Fiber Bike, Nike Free Shoes, I pod.

LIFE'S MOTTO - "The Will to Win is Nothing Without The Will to Prepare."



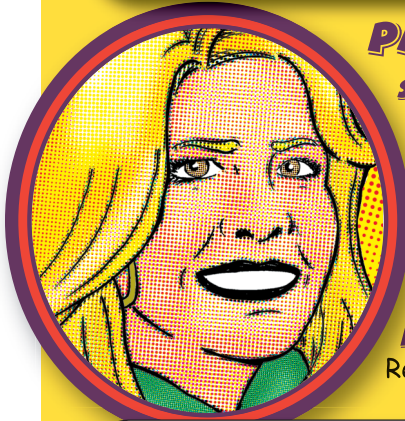
PATRICE PAGLIA

SUPERPOWER - Great Memory Recall, Rarely Forget a Name/Face in Our Industry!

WHAT GETS ME THROUGH THE DAY... Coffee, Exercise, Manicure, Pedicure, Massage. Some Days All I Need is One of the Above, Some Days I Need All of the Above.

CAN'T LIVE WITHOUT - Shopping. I like to be on top of the current trends and designs in my home.

LIFE'S MOTTO - Live Life to the Fullest... Life is Not a Dress Rehearsal.



GARY SCHNEIDER

SUPER POWER - I Am a Hunter. I Can Find Any Important Piece of Paper Among All the Things on My Desk at Any Given Moment.

WHAT GETS ME THROUGH THE DAY... A Simple Smile Every Morning from My 6 and 4 Year Olds.

CAN'T LIVE WITHOUT... A Bucket of Wings and a Nice Cold One to End of the Work Week!

LIFE'S MOTTO... Swing for the Fences Everyday!



TERRY HESS

SUPER POWER - Relentless Communicator, Not Only Do I Take Good Notes, I Can Find Them Years Later

WHAT GETS ME THROUGH THE DAY - A New York Bagel and Meditation

CAN'T LIVE WITHOUT - My TIVO

LIFE'S MOTTO - No Act of Kindness, No Matter How Small, is Ever Wasted.



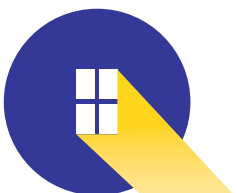
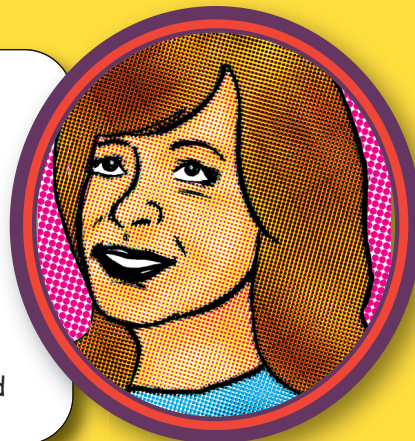
NANCY FLYNN

SUPER POWER - Juggler, with Everything Coming In From the Different Offices Nothing Gets Dropped.

WHAT GETS ME THROUGH THE DAY - A Hug From My Kids, A Good Laugh, A Great Cup of Coffee, and At Least 30 Minutes of CNN

CAN'T LIVE WITHOUT - Hair Products, Mizuno Sneakers, Chocolate, and My Kids

LIFE'S MOTTO - Treat Everyone The Way You Would Want to Be Treated / Live without Regrets.



Building Q™
Licensing / Marketing



News & Previews

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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE (LISTED ALPHABETICALLY)
APPAREL & ACCESSORIES			
BCI	Convenience Stores, Drug, Grocery, Mass	Sunglasses, Reading Glasses, Computer Eyewear	Crayola, Hawaiian Tropic, Wrangler
LEEWARD	Mass, Mid-Tier, Specialty, Dept. Stores	Junior and Toddler Sleepwear, Robes and Loungewear, Packaged and Hanging Underwear, Boy's Sleepwear and Loungewear	Bratz, Co-Edikit*, Garfield, Hello Kitty, Peanuts
ODM	Department Store, Independent, Mass, Mid-Tier, Specialty	Men's, Young Men's, Boys, Ladies, & Juniors T-Shirts, Wovens, Knits in all models and fabrics including jersey and fleece, Headwear	Bazooka*, Bob Ross, Bruce Lee, Captain Morgan, Cadillac, Chevrolet, Choppers Inc., Corona, Cowboy Bebop, Coors Beer, GMC, Guinness Beer, Goodfellas, Hellsing, Hummer, Jarritos, Jimi Hendrix, Magnum, Miami Ink, Mickey's, Miller, Milwaukee's Best, Old English, Pontiac, Samuri Champloo, Selena, Tonka, Tapatio Hot Sauce, Trigun, World Poker Tour
PUGSTER	Mid-Tier, Online, Specialty	Italian Charms, Pendant Charms and Accessories, Murano Glass and Beads, and other Fashion Jewelry	Betty & Veronica, Coors, Curious George, Grinch, Pepsi, Shrek III
COLLECTIBLES			
COMIC IMAGES	Convenience Stores, Drug, Hobby, Mass	Trading Cards, Collectible Card Games, Antique Gumball Machines, Bobble Heads, Snow Globes, Bobble Pens	American Idol, Stargate, Star Wars, World Wrestling Entertainment
PRODUCTWORKS	Drug, Grocery, Mass, Mail Order, Specialty, Warehouse Clubs	Lighted Indoor / Outdoor Decorations (Seasonal and Non-Seasonal), Illuminated Wall Décor, Christmas Tree Mobiles, Window Clings, Lighted Novelties	Peanuts
FOOD			
FRANKFORD CANDY & CHOCOLATE COMPANY	Convenience Stores, Drug, Grocery, Mass, Specialty, Club Stores	Seasonal & Everyday Chocolate & Non-Chocolate Confections, Food Filled Containers and Gifts, Easter Baskets and Confectionery Gifts, Food and Candy Filled Novelty Tins	Barbie, Beatrix Potter, Care Bears, Curious George, Disney, Dora the Explorer, Entenmanns, Hot Wheels, Nickelodeon, NBA, Spongebob Squarepants, World Poker Tour
FUNERARY			
ETERNAL IMAGE	Funeral Homes	Caskets, Urns	American Kennel Club, Major League Baseball, Precious Moments, The Vatican Library Collection
PARTY GOODS			
BAKERY CRAFTS	Retail & Supermarket Bakeries, Cake & Candy Supply Shops, Ice Cream Shops, Bakery Distributors	Cake Kits, Cake Toppers, Cupcake Decorations and Party Kits, Wedding Ornaments, Candles, Bakery Supply Equipment, On Demand Imaging Systems with Licensed Characters and Frames, Edible Cake Decorations	American Chopper, Batman, Betty Boop, Bionicle, Big Big World, Bratz, Build A Bear Workshop, Care Bears, Caterpillar, Clifford, Crayola, Collegiate Licenses, Curious George, Doodlebops, Foster's Home for Imaginary Friends, Golden Compass, Harley Davidson, Hello Kitty, Holly Hobbie & Friends, Jelly Belly, LEGO, NASCAR & Drivers, Orange County Choppers, Open Season, Peanuts, Pokemon, Precious Moments, Scooby Doo, Sesame Street, Surfs Up, Superman, Transformers, Wow Wow Wubbzy
CTI	Mass, Drug, Dollar Stores, Internet, Party Supply Stores, Florists, Grocery, Balloon Distributors	Foil Balloons	Wow Wow Wubbzy
PET PRODUCTS			
ASPEN PET	Mass, Pet, Drug	Pet Products	Lassen (Aquarium / Accessories)
STATIONERY AND PUBLISHING			
INNOVATIVE DESIGNS	Drug, Grocery, Mass, Mid-Tier Dept. Stores, Specialty	Stationery and School Supplies, Backpacks and Bags	American Dad, Family Guy, Groovy Girls, Napoleon Dynamite, Shrek III, The Simpsons, Wacky Packs
MODERN PUBLISHING	Mass, Drug, Specialty, Grocery, Dollar Stores, Warehouse Clubs	Coloring, Activity and Sticker Books, Story Books, Bath Books, Paint with Water, Workbooks, Cut Outs, & Unique Formats	American Idol, Babar, Build A Bear, Care Bears, Fisher Price, Fisher Price Imaginenext Dinosaurs, H.R. Puf N Stuff, Hot Wheels, I Love You, Little Bratz, Little People, Rescue Heroes, Transformers, Tonka, Yummi Land
TOYS AND GAMES			
AWESOME TOYS/ EXCITEMENT , LLC	Mass, Drug, Specialty, Grocery, Mail Order Catalogs, Warehouse Clubs	Misc. Toys, Electronic & Plush Toys, Transformable Vehicles, Ipod Accessories, Housewares	American Idol, Elvis, Marvel Heroes, WWE
BASIC FUN	Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional, Figural and Plush Keychains, Novelty and Sound Effect Toys, Licensed Sound and Light Pens, Licensed Sound Bottle Openers, Cell Phone Charms, Magic Wash Cloths, Ipod Covers, Christmas Ornaments, XTS Train System, Cubisto 3D Framing System	40 Year Old Virgin, Animal House, Atari, Beavis and Butthead, Blues, Breakfast Club, Build A Bear, Disney Princesses & Standard Characters, Disney's Cars, Etch-a-Sketch, Family Guy, Fisher Price, Franny K. Stein, Full Metal Alchemist, Happy Bunny, Hasbro's Games, Happy Feet, Hello Kitty, Jeep, Justice League, Mr. Potato Head, My Little Pony, Napoleon Dynamite, NBA, Peanuts, Pirates of the Caribbean, Pokemon, Power Rangers, Scooby Doo, Simpsons, Snapple, Spongebob, South Park, Superman, Spy Gear, Teenage Mutant Ninja Turtles, The Office, Transformers
CADACO	Mass, Specialty, Toy	Electronic and Wireless DVD Games, Board Games, Activity Sets, Chalk and Outdoors, Magic Kits	Buzztime Entertainment, Doodlebops
FIBRECRAFT	Craft Stores, Drug, Mass, Specialty, Toy	Craft & Activities	Backyardigans, Blues Clues, Dora the Explorer, Go Diego Go, Spongebob Squarepants
HOBIBCO	Drug, Grocery, Mass, Toy	Lenticular Puzzles	Nintendo, Pokemon*, Royce B McClure Art, Teenage Mutant Ninja Turtles