

CLIENT SPOTLIGHT:

Basic Fun Celebrates 20 Years!

Incorporated in 1991, Basic Fun entered into the toy industry with a handful of open market and in-house developed products, all with a retail price under \$5.00. Establishing itself as an impulse manufacturer early on, Basic Fun sought the license for the hugely popular Super Soaker (Larami) for the creation of a working miniature keychain version. The license was granted, and Basic Fun began taking orders for the Super Soaker keychain in late 1992, and began shipping in early 1993. The item was an instant hit, and by May of '93, became the toy industry's #3 selling SKU by unit sales (Playthings Magazine, August 1993 issue).

With the success of the Super Soaker keychain, Basic Fun paved the way for an entire category within the toy industry based on the same formula: working keychain miniatures of the world's greatest toys. Since then, over 1,000 unique, licensed keychains have been developed and marketed by

Basic Fun, with millions sold world-wide. From beloved classics like Etch A Sketch and Barbie to animated favorites Buzz and Woody, to industry powerhouses Beyblades and Bakugan, Basic Fun has been entrusted with the world's most recognizable brands and has procured over 500 licensing agreements from every major movie studio, toy company and licensing agency.

Today, Basic Fun continues to create innovative licensed product and has expanded its product lines to include: The Original Koosh, licensed hand-held electronics, Fisher Price Classics and David Kirk's Fun House pre-school toys, as well as co-branded take-along games.

Basic Fun and Building Q also celebrate their 10th anniversary in 2011, and we look forward to 10 more!



Spirit of the Deal

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ANYTHING... CAN HAPPEN DAY

I really don't mind getting older, but I hate growing up. There is a certain excitement that kids have when they wake up in the morning. A new day! A blank canvas on which they can leave their mark. Unfortunately, as we grow up, we lose some of this wide eyed enthusiasm to the predictability of our days. As professionals, our lives are planned out, trade show dates are sacred,

"The key to fresh thinking is to keep your head up, your mind open, and your eyes wide with excitement."

meetings are set weeks in advance, and global conference calls are timed with military precision. Then there are the lawyers! Such is life in the real world.

All is not lost, however, as there is hope for excitement and spontaneity. Being an empty nester – or more appropriately, (my wife and I) being empty nesters give us a freedom to explore a bit more these days. Yes, there is the office with its demands, more on this later, but we have adopted a random day plan that we call "Anything Can Happen Day" (ACHD) – not every day, but often enough to give us a day where we can go through it with a wide eyed anticipation of a kid - with the wallet of a grown up! A good combination!

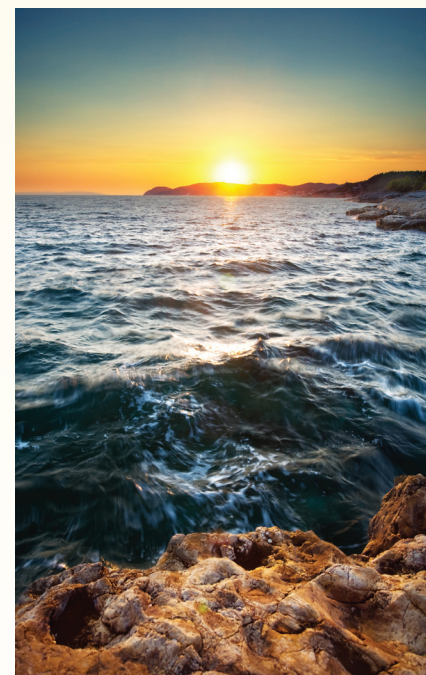
Here's how it works – No schedule, no expectations, no rules, and the willingness to roll with whatever comes our way with a smile. Sometimes it turns into a day snuggled on the sofa raiding the video cabinet watching movies we have seen over and over, but on a cold winter day they look good from under a quilt. Other days take us driving, hiking, to the city or the woods, the beach or a park. Places we find ourselves, talking to people we just met, and adopting the fate of the day. Recently in NYC we

were headed for the port authority to catch an afternoon bus when we happened to walk past the line for a matinee performance of "The Jersey Boys" (the true story of the Four Seasons) – walking up to the ticket window we played a little roulette – if there were 2 seats available (together) we were in – and just like that we ended up sitting in row 12, seats 23 and 24 with a briefcase under our legs and smiles on our faces - how great is that! Even better, The Palm is across the street!

Once when the problems of the day woke us up at 4AM, we got in the car and drove to the shore to watch the sun come up. Sitting under a blanket watching a new day dawn over the Atlantic made our problems disappear, if only for the moment. It was a spontaneous decision but a memory I cherish because that very moment is so special.

At the office it plays out a little differently, but still the flexibility that we exhibit on ACHD comes into play. I work for about 13 companies in about 7 distinct categories. I try to plan my days and weeks, I work off of a "list of things to do" – and it seems that when the phone rings, the dominos begin to tumble and my days easily turn into a professional version of Anything Can Happen Day! A problem that needs to be fixed, and opportunity that needs to be seized or a relationship that needs some TLC are all wild cards in the day. I am always amazed at the twists and turns within a day or sometimes within a morning. ACHD. It's not real far from ADD if you think about it.

The business world is changing fast; our days are electronic, our relationships are virtual, and the clock runs 24/7. The key to fresh thinking is to keep your head up, your mind open, and your eyes wide with excitement. .. And, oh yea, a big smile on your face.



14 Points...

1. The two most common elements in the universe are hydrogen and stupidity.
2. If at first you don't succeed; skydiving is not for you.
3. Money can't buy happiness, but it sure makes misery easier to live with.
4. It was recently discovered that research causes cancer in rats.
5. The trouble with doing something right the first time is that nobody appreciates how difficult it was.
6. It may be that your sole purpose in life is simply to serve as a warning to others.
7. Vital papers will demonstrate their worth by moving from where you left them to where you can't find them.
8. Some people are like Slinkies... not really good for anything, but you can't help smiling when you see one tumble down the stairs.
9. All of us could take a lesson from the weather. It pays no attention to criticism.
10. In the 60's people took acid to make the world weird. Now the world is weird and people take Prozac to make it normal.
11. Health is merely the slowest possible rate at which one can die.
12. Give a person a fish and feed him for a day; teach a person to use the internet and they won't bother you for weeks.
13. Psychiatrists say that one in four people are mentally ill. Check three friends... if they are OK, you're it.
14. Health nuts are going to feel stupid someday, lying in hospitals dying of nothing.



NEWS & NOTES

BASIC FUN IN THE HASBRO HALL OF FAME...

At the October 2010 HASBRO licensee summit, BASIC FUN was inducted into the HASBRO Licensing Hall of Fame. The award was given in recognition for Basic Fun's years of service and excellent performance. Basic Fun has been a Hasbro licensee for over 15 years, and continues to grow their business with new product, innovation, and expanding global reach. Congratulations to Alan Dorfman, and the whole team at Basic Fun on reaching this milestone on the eve of their 20th Anniversary!

MATT LERAY @ FRANKFORD CANDY & CHOCOLATE GETS DISNEY MVP AWARD...

Matt Leray, from Frankford Candy received recognition at the DISNEY CONSUMER PRODUCTS SUMMIT as a "Champion" in the Food, Health & Beauty Category. FCC is in their 4th year as a Disney licensee, and Matt has been at the helm from the beginning. Congrat's to Matt, and the whole team at FCC.

COMIC IMAGES & BUILDING Q CELEBRATE 10 YEARS!

2011 marks the 10 year "Anniversary" for Comic Images and Building Q. Hank and Alan are two of the most entrepreneurial partners in the licensing business, and they continue to push the creative envelope. Our relationship keeps getting better, as we look forward to even more fun over the next 10 years!

PDQ "Developments..."

PDQ, the "development" arm of Building Q has been busy. PDQ is working with and representing i-Create, an art portfolio developed by long time friend Steve Campenella. The i-Create art program has been licensed for years as a downloadable cell phone wallpaper, and Steve has taken that trend forward styling to T-shirts, & Headwear. For more info call 970-382-3019.

TRADE SHOW SCHEDULE...

Consumer Electronics Show (CES); January 6 - 9, 2011

Las Vegas Convention Center; LV, NV

New York Int'l Toy Fair; February 13 - 16

Jacob K Javitts Center; NYC

MAGIC; February 14 - 16

Mandalay Bay Convention Center & Las Vegas Convention Center; LV, NV

Global Pet Expo (GPE); March 16 - 18

Orange County Convention Center; Orlando, Fla.

Sweets & Snacks Expo (All Candy Expo); May 24 - 26

McCormick Place; Chicago, Ill.

IDDBA (Deli & Bakery Show); June 5 - 7

Anaheim Convention Center; Anaheim, CA.

Licensing International Expo; June 14 - 16

Mandalay Bay Convention Center; LV, NV

Comic Con; July 21 - 24;

San Diego Convention Center; San Diego, CA.

BUILDING Q ON THE MOVE...

By now you have received the change of address cards, seen the new address and wondered "Where is Durango, and how do you get there from New Jersey?" "Head West, young man," is the answer. Building Q officially moved its offices on November 1, and with any luck this will be the last move for some time. Client reviews have been positive - especially from those who have already visited the Durango office! Thanks, for your continued support!



CLIENT ROSTER

Contact Information

WOODY BROWNE
 10 Town Plaza #231
 Durango, CO 81301
 970-385-7208
 email: Woody@BuildingQ.com
www.BuildingQ.com

CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE
APPAREL & ACCESSORIES			
AD SUTTON	Dept. Stores, Mid-Tier, Specialty Stores, Mass Drug, Off Price	Backpacks, Insulated Cooler Bags, Lunch Bags, Handbags, Career Bags, Duffel Bags	Coca-Cola, Franklin Covey, U.S. Army
AD SUTTON BABY DIVISION	Dept. Stores, Mid-Tier, Specialty Stores, Mass Drug, Off Price	Bibs, Diaper Bags, Layettes, Gifts & Bags	Absorbe, Disney, Fisher Price, Gerber, Precious Moments, Sesame
APEX	Independent, Specialty, Mid-Tier, Mass	Men's, Women's, Boy's T-Shirts, Hoodies, Headwear	39 Clues, Bark & Madison, Brittney Spears, Blonde on the Dance Floor, Brokencyde, i-Create, Fuzzy Nation, Half-Pint Brawlers, Jenni Rivera, Love on a Leash, Paulina Rubio, Robert Pattison, Star-Trek, Weeds
MTC MARKETING	Mid-Tier, Specialty, Mass	Jackets, Hoodies, Flip Flops, Headwear	Betty Boop, Bratz, Cadillac, Carebears, Fame, Felix the Cat, General Mills, General Motors, Ironman, Johnny Test, Speed Racer, Spiderman, Strawberry Shortcake, Teenage Mutant Ninja Turtles
COLLECTIBLES, GIFTS & NOVELTIES			
COMIC IMAGES	Mass Drug, Convenience Stores, Hobby	Plush figures, Novelty Golf Club Covers, Novelty Slippers, Figural Backpacks	Clone Wars, Godfather, Marvel Super Heroes, NFL, Spiderman, Star Wars, Universal Monsters, X-Men
CONFECTIONS			
FRANKFORD CANDY & CHOCOLATE COMPANY	Mass, Drug, Grocery, Specialty, Convenience Stores	Seasonal & Everyday Chocolate & Non-Chocolate Confections, Food Filled Containers and Gifts, Easter Baskets and Confectionery Gifts, Snacks	Beatrix Potter, Bubblicious, Disney's Fairies, Disney's Princesses, Dora the Explorer, Go Diego Go, Hannah Montana, Hello Kitty, HOP, Mickey Mouse, Nickelodeon, Spiderman, Sour Patch, Spingebob Squarepants, Toy Story, Veggie Tales
HOME AND ROOM DECOR			
PRODUCTWORKS	Mass, Drug, Grocery, Specialty, Mail Order, Warehouse Clubs	Lighted Indoor & Outdoor Decorations (Seasonal and Non-Seasonal), Window Clings, Lighted Novelities	Disney, Elvis Presley, Peanuts, Raggedy Ann and Andy, Rudolph the Red Nosed Reindeer, The Simpsons
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 Lighting Systems with Licensed Characters and Frames, Edible Cake Decorations	Astro Boy, Avatar, Bakugan, Batman, Betty Boop, BeyBlade, BFC Ink, Bratz Moxie, Chivas and Club America, Chuck the Truck, Clone Wars, Crayola, Collegiate Licenses, Curious George, DC Super Friends, Decorated Cookies, Domo, Fancy Nancy, Field & Stream, Garfield, Green Lantern, Green Hornet, GI Joe, Happy Feet 2, Harley Davidson, Hasbro Games, Hello Kitty, HOP, John Deere, Little Tikes, Looney Tunes, Max and Ruby, Mr. Potato Head, My Little Pony, NASCAR, Peanuts, Pokemon, Princess Jewelliette, Puppy in My Pocket, Real Steel, Scooby Doo, Sesame Street, Smurfs, Speed Racer, Star Wars, Superman, The Dog, Transformers, Twilight, Wizard of Oz, WTWTR
PET PRODUCTS			
PETMATE	Mass, Pet Specialty, Drug Stores	Pet Products	ASPCA, American Kennel Club, American Legacy, Arm & Hammer, Cat Fanciers Association, Microban
TOYS AND GAMES			
WINFAT	Mass, Toy, Infant Specialty, Catalog, On Line Retailers	Preschool Electronic Learning Aids, Preschool Laptops, Musical Instruments, and Plug and Play	Wow Wow Wubbzy, Baby Genius
CAHOOTIE	Specialty, Mass, Independent Toy Stores, On-line	Folded paper fortune telling games	Animal Planet, Monster High
SPECIAL PROJECTS			
BASIC FUN	Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional, Figural and Plush Keychains and Novelty Items, Talking Pens and Keychains, Holiday Ornaments, Take-Along Twister, Magic Washcloths and Mitts, XTS Expandable Train System, Hand Held Electronics	Angelina Ballerina, Bakugan, Ben 10, Etch-a-Stretch, Family Guy, Fisher Price, Guitar Hero, Hasbro Games, Hello Kitty, Littlest Pet Shop, Mad Balls, Marvel Universe, Mr. Men & Little Miss, Mr. Potato, My Little Pony, Nintendo, Paul Frank, Pokemon, Sesame Street, Simpsons, Spiderman, Spongebob, South Park, The Office, Thomas and Friends, Tonka, Transformers, Wolverine, Yo Gabba Gabba
HILCO	Mass, Drug, Grocery, Specialty, Dollar Stores, Convenience Stores	Seasonal & Everyday Novelty Confections	Animal Planet, Barbie, Hot Wheels, Mr. Men-Little Miss, Mr. Potato Head