

# HEXBUG INVADES PDQ

Innovation First International (IFI), creators of HEXBUG Micro Robotic Creatures – the hottest boy's toy at retail for 2011 – has announced an exciting partnership with PDQ, Building Q's sister company. PDQ will both license the HEXBUG brand as well as seek out appropriate and strategic licenses to apply to the award winning toy line.

Woody Browne, managing partner of PDQ, and youth and family marketing expert, Scott Shahmanesh of Brandemonium, are working in tandem to develop a strategic, long-term brand licensed program of core partners and products.

"We've been asked about licensing for the past year, but have been focused on getting the HEXBUG brand established at retail, and growing it to a critical mass to support a third party licensing program," said Joel Carter, chief marketing officer of Innovation First International. "Now that HEXBUG is a world-recognized brand, we are extremely excited to bring Scott and Woody on board and look forward to a successful 2012."

Chris Troyak, president of Innovation First Labs, the parent company's toy division, said, "I have known Scott for a long time and his vision and industry knowledge, combined with the long history and industry respect of Woody, give our team a tremendous advantage and leg up in achieving our goal of a long-term established brand that can live on many platforms."

Key retailers are already looking forward to product, and the goal is a short list of marketing partners that will insure the HEXBUG brand continues to grow and resonate with boys ages 5 and up.

According to Browne, "HEXBUG is on the cusp of becoming a toy staple in the 'Boys 4-8+' category, and careful, strategic licensing is the logical next step. We are looking forward to creating beneficial long-lasting partnerships for HEXBUG that will grow the product line's status into an industry icon."



Scott and Woody are scheduling select meetings at Licensing Show to discuss the opportunities for 2012 and beyond with category specific partners.

#### About HEXBUG and Innovation First

The HEXBUG® product line was developed by Innovation First Inc, and is distributed and marketed internationally by Innovation First Labs, Inc., both wholly owned subsidiaries of privately held Innovation First International, Inc (IFI). The company was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Innovation First began developing electronics for unmanned mobile ground robots and is now an industry leader in research and development for the hobby, competition, education and toy markets. For more information about IFI visit [www.innovationfirst.com](http://www.innovationfirst.com).

#### About PDQ:

PDQ was established by Woody Browne in 1994 as a project-based "sister company" to Building Q. PDQ develops, markets and licenses consumer products. The company has managed many successful projects, such as the creation, development and marketing of the extremely popular SpongeBob SquarePants™ Aquarium. For more information about PDQ call 970-382-3019 or email [woody.pdq@buildingq.com](mailto:woody.pdq@buildingq.com).



# A Quick History

For over 30 years, I have been attending trade shows, as an exhibitor, as an attendee, as a buyer, and almost everything else in-between. It has made me think about shows in general and how they differ in character, feel, seriousness. I wondered about the history of trade shows...

In a 2008 article on the History of Trade Shows, Karen Singh notes that "...exhibitions or trade fairs began almost 600 years before the birth of Christ – although no precise record is available, the book of Ezekiel (in the Bible) written in 588 BC references to merchants trading in a 'multitude of the kinds of riches with silk, gold and lead.' Ezekiel also talks about the city of Tyre, which was an important center of commerce." According to Robert Konokow in his book, Exhibit Design, the exhibit industry can trace roots to medieval European fairs and the ancient bazaars of the Middle East. (Maybe that is why those guys on 33rd Street are so good!)

*"I always look forward to June, for me it is more than a time for business, but a chance to get face time with old friends and new, and continue to learn, because there is always something cool right around the corner!"*

By comparison, the Licensing Show is a newbie; but going through the history is amazing and amusing. Remember Vicky Jones? She ran the LIA's (Licensing Industry Assoc.) show in Atlantic City in 1984; their 2nd show – the first was in NYC the prior year and ran opposite and cross-town from the LMA's show (Licensing Merchandisers' Assoc) – Imagine that! In 1985 the two groups merged to form LIMA (Can you spot the compromise?) and had one show that proved to be the prototype for the fun we will have in Vegas! Jerry Robinson headed the LMA and Murray Alтчuler who led the LIA were named co-presidents of the new organization. – And in a move that models royalty accounting, 1985 was the "Fifth Annual Licensing and Merchandising Exposition and Conference."

Even in 1985, the industry moguls were lamenting the retailer attendance of the show. – Murray said "... and [We] have taken steps to correct this problem."

In 1989 the headline seminar was "The Legends of Licensing – The Greats Share Their Secrets" – Jerrold Robinson – LIMA Chairman will moderate the panel, which will include Jay Emmett, co-founder of Licensing Corp of America; Stan Weston, chairman of Leisure Concepts, Inc; Bob Carey, former president of the National Football League Properties, and Roger L Schlaifer, president of Schlaifer Nance & Co., Inc" – for those who need to know – Jerry Robinson was a legend- he is one of the guys who is credited with "inventing" licensed screen printed sportswear; LCA was the forerunner of Warner Bros Consumer Products and it is where Dan Romanelli got his start. Stan Weston invented GI Joe (- and is Steve Weston's dad!); and Roger Schlaifer convinced Xavier Roberts to work with Al Kahn to take his custom made Cabbage Patch Kids and create a mass-market version with Coleco. ("Ugly dolls will never work." – Hal)

In 1997 Murray retired, and the Hall of Fame was re-named "The Murray Alтчuler Hall of Fame in honor of the association's executive director." The show moved BACK to Javitts in 1997 – prior to the NY Hilton it had been there but the show had a small footprint and attendees felt the big hall only made it feel smaller. Filling the Hilton was a good move. In 1985 40 companies exhibited in Atlantic City, in 1997 over 350 exhibitors shared the floor in NYC.

The Licensing Show has come a long way; from the Boardwalk at Atlantic City, and the NY Coliseum, to the basement of the NY Hilton, then Javitts and now to the Strip in Vegas - the show has grown in every possible way. I always look forward to June, for me it is more than a time for business, but a chance to get face time with old friends and new, and continue to learn, because there is always something cool right around the corner!

*Woody*



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Spirit of the Deal

# The Law of the Garbage Truck

(from the internet)

One day I hopped in a taxi and we took off for the airport. We were driving in the right lane when suddenly a black car jumped out of a parking space right in front of us. My taxi driver slammed on his brakes, skidded, and missed the other car by just inches!

The driver of the other car whipped his head around and started yelling at us. My taxi driver just smiled and waved at the guy. And I mean, he was really friendly.

So I asked, "Why did you just do that? This guy almost ruined your car and sent us to the hospital!" This is when my taxi driver taught me what I now call, "The Law of the Garbage Truck."

He explained that many people are like garbage trucks. They run around full of garbage, full of frustration, full of anger, and full of disappointment. As their garbage piles up, they need a place to dump it and sometimes they'll dump it on you. Don't take it personally. Just smile, wave, wish them well, and move on. Don't take their garbage and spread it to other people at work, at home, or on the streets.

The bottom line is that successful people do not let garbage trucks take over their day. Life is too short to wake up in the morning with regrets, so... Love the people who treat you right. Pray for the ones who don't.

## Have a GARBAGE-FREE DAY!



### BUILDING Q REVAMPS WEBSITE...

**www.BuildingQ.com** – Go to the updated Building Q website to catch up on client activities, photos, business opportunities and all the fun past newsletters that you missed. The NEW website launches July 4, 2011.

### RUNNING IN VEGAS, BABY! –



The *umpteenth* "BUILDING Q" FUN RUN will happen TUESDAY the 15th at 7:00AM. We will meet in the lobby of the Mandalay Bay Hotel (front door), and enjoy the cool desert morning air! We will jog down Las Vegas Blvd with a "photo op" at the "Welcome To Vegas" sign – Everyone is welcome to participate; Elvis costumes are optional – but in Vegas you can get away with it – even at 7AM!

### "THE DOCTOR IS IN" –

is a program put on by Ira Mayer's *The Licensing Letter* during the Licensing Show. At this year's show, C. Woodrow Browne, Managing Partner of Building Q will be sitting in from 3pm to 4pm on Wednesday June 16th. Come by and say "Ahhhhh" – or just say "Hi."



### HALL OF FAME:

A BIG BUILDING Q shout out goes to Leigh Ann Brodsky for her induction into the *Murray Altmuler Licensing Industry Hall of Fame* – the coronation of a great career, with more greatness ahead. I am proud to have been there in the beginning, way back at United Media – one of my first licensing meetings was a PEANUTS property review and a young coordinator, Leigh Ann Cunningham was sitting at the table – who knew then what was to come!

**Way to go, Leigh Ann!**



### NEW BIZ:

**TNK, Lic** has retained BUILDING Q to help build their license portfolio in the house wares category. TNK has strength in distribution to the mass market, and their wide product breadth makes them a potential force with select licenses. Check out the product range on the Roster page for more info.

### CLIENT NEWS:

**Nicci Henry joins Bakery Crafts** – The new sheriff at Bakery Crafts, a leader in licensed cake decorations is Nicci Henry, Licensing Manager. ([nhenry@bkrycft.com](mailto:nhenry@bkrycft.com)). Nicci is new to Bakery Crafts but brings with her 8 years of Consumer Product Licensing experience. Nicci welcomes the opportunity to work with you on behalf of Bakery Crafts.



# CLIENT ROSTER

Contact Information

**WOODY BROWNE**  
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email: [Woody@BuildingQ.com](mailto:Woody@BuildingQ.com)  
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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE
<b>APPAREL &amp; ACCESSORIES</b>			
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 Street
MTC MARKETING	Mid-Tier, Specialty, Mass	Jackets, Hoodies, Flip Flops, Headwear	Betty Boop, Bratz, Cadillac, Care Bears, Domo, Felix the Cat, General Mills, General Motors, Indy 500, Ironman, Johnny Test, Spider-Man, Strawberry Shortcake, Teenage Mutant Ninja Turtles
<b>COLLECTIBLES, GIFTS &amp; NOVELTIES</b>			
COMIC IMAGES	Mass, Drug, Convenience Stores, Hobby	Plush Figures, Novelty Golf Club Covers, Novelty Slippers, Figural Backpacks	Clone Wars, Marvel Super Heroes, NFL, Spider-Man, Star Wars, Universal Monsters, X-Men
<b>CONFECTIONS</b>			
FRANKFORD CANDY & CHOCOLATE COMPANY	Mass, Drug, Grocery, Specialty, Convenience Stores, Club 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, Spider-Man, Sour Patch, Spongebob Squarepants, Toy Story
<b>HOUSEWARES &amp; SEASONAL DECOR</b>			
TNK LLC.	Mass, Drug, Specialty, Sports Specialty, Off Price, Warehouse Clubs	Housewares, Melamine Dinnerware, Outdoor Furniture & Accessories, Cutting Boards, Water Bottles, Camping Gear & Picnic Ware	
PRODUCTWORKS	Mass, Drug, Grocery, Specialty, Mail Order, Warehouse Clubs	Lighted Indoor & Outdoor Decorations (Seasonal and Non-Seasonal), Window Clings, Lighted Novelty	Disney, Elvis Presley, Peanuts, Raggedy Ann and Andy, Rudolph the Red Nosed Reindeer, The Simpsons
<b>PARTY GOODS</b>			
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	Angry Birds, Avatar, Bakugan, Batman, Betty Boop, BeyBlade, BFC, Bratz, Chivas Mexico, Clone Wars, Club America, Chuck & Friends, Crayola, Collegiate Licenses, Curious George, Domo, Fancy Nancy, Field & Stream, Garfield, GI Joe, Glee, Green Lantern, Happy Feet 2, Harley Davidson, Harry Potter, Hasbro Games, Hello Kitty, Hop, John Deere, Looney Tunes, Max and Ruby, My Little Pony, Mr. Potato Head, NASCAR, Olivia, Peanuts, Pokemon, Scooby Doo, Sesame Street, Smurfs, Star Wars, Superman, The Dog, Tom & Jerry, Transformers, Twilight, Wizard of Oz
<b>PET PRODUCTS</b>			
PETMATE	Mass, Pet Specialty, Drug Stores	Kennels, Feeding, Watering, Dog Waste Management, Dog & Cat Toys, Bedding	ASPCA, American Kennel Club, American Legacy, Arm & Hammer, Cat Fanciers Association, Microban
<b>TOYS AND GAMES</b>			
WINFAT	Mass, Toy, Infant, Specialty, Catalog, On-Line Retailers	Preschool Electronic Learning Aids, Preschool Laptops, Musical Instruments, Plug and Play	Wow Wow Wubbzy, Baby Genius
CAHOOTIE	Specialty, Mass, Independent Toy Stores, On-Line	Folded Paper Fortune Telling Games	Animal Planet
<b>SPECIAL PROJECTS</b>			
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, Angry Birds, 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, Power Rangers, Sesame Street, Simpsons, Spider-Man, Spongebob Squarepants, 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, Mad Balls, Magic 8 Ball, Mr. Men-Little Miss, Mr. Potato Head, Strawberry Shortcake, Tonka