Brandgenuity Highlights

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**Corporate Brands**

Brandgenuity is thrilled to announce that the agency will expand and manage the global licensing program for the BMW Group, further growing the program across the world in lifestyle, toys, diecast and collectibles categories.

In Europe, Brandgenuity added the NFLPA (National Football League Players Association) to its roster in 2016 and are seeking licensees in accessories, hard lines, and experiential categories. The Hawaiian Tropic brand also grew with a collection of 4 body mists featured exclusively at Superdrug.

The agency is excited to add Anheuser-Busch and their portfolio of beer brands for licensing in Canada, Europe and Asia in 2017 and are seeking opportunities across categories, with a focus on food. Brandgenuity will also add offices in Munich and Hong Kong to service existing clients while attracting potential partners in need of a global licensing solution.

ARM & HAMMER continues their successful licensing program with automotive air care products available at Walmart, 7-11, Advance Auto Parts and more, as well as a co-brand with Curad for a line of gauze and nonstick pads. The partnership with Hefty waste bags continues to find success across all national retailers, with a 360° marketing platform, including a nationally TV advertised campaign with John Cena. The brand also debuted a line of laundry care and storage products with Ginsey Home Products at Bed Bath and Beyond and will continue to grow in 2017.

Hawaiian Tropic will launch a collection of body mists at Walgreen's this spring, while Hotel Emporium has developed a line of Hawaiian Tropic shampoos, conditioners, shower gels, soaps and moisturizers for hotel guestrooms featuring the signature fragrance of Hawaiian Tropic and are available at Aston-Aqua hotels as of January 2017.

Playtex partnered with Ginsey Home Solutions for a complete line of infant and toddler bath products, including bath mats, step stools potty seats and more.

Staples, the #1 brand in office supplies, expanded into small business services with Staples Record and Cloud Management to deliver a comprehensive suite of secure and cost-effective tools to manage records in ways that ensure compliance with industry and government regulations.

Planet Fitness, the Judgment-free fitness brand for real people with real circumstances in the real world, will expand in 2017 as the agency seeks licensees in handheld fitness, workout gear and food/supplement products.

**Entertainment News**

One Animation selected Brandgenuity as their exclusive licensing agency in the US and Canada for their hit animated series, *Oddbods,* a YouTube sensation now available on Netflix. The agency will build an extensive licensing program in toys, apparel, back-to-school, publishing, interactive and more that will help fans celebrate their inner Odd!

Brandgenuity continues to grow licensing programs for MTV, VH1, Comedy Central and Spike, and their top properties including *South Park, Broad City, Lip Sync Battle, Workaholics, Beavis and Butt-Head, Drunk History, Love and Hip Hop, The Daily Show with Trevor Noah, RuPaul's Drag Race* and many more. South Park celebrated its 20th anniversary with limited edition snowboards and accessories from Burton, as well as a limited edition crate from Loot Crate. Broad City found success with a Fab.com collaboration of home goods, jewelry, plush, phone cases and more.

The Gas Monkey Garage licensing program grew to 15 licensees in categories including apparel, accessories, a branded Monster truck, and a partnership with the Texas Lottery for an instant win scratch ticket game with second chance prizing.

MGM Studios grew to over 100 licensees across the library for famous properties including Rocky, Vikings, Robocop, Army of Darkness, Killer Klowns and many more. This spring, HUF celebrated the spirit of the sly cat with a HUF x Pink Panther capsule collection consisting of apparel and accessories. Run Manufacturing will host the 4th annual ROCKY Run in November. The 2016 ROCKY Run included over 8k runners, joining in a friendly 5k and first ever ROCKY half marathon, which will lead runners through the heart of the city.

Brandgenuity is seeking new licensees for entertainment brands in a variety of categories, including apparel, accessories, social expression, seasonal, toys, games, collectibles, gaming, special collaborations and much more.

For more information about Brandgenuity, please visit us at <http://brandgenuity.com>. To schedule a Licensing Expo appointment, please call 212-925-0730 and visit us at Booth # J122.