

Global  
Partner



**BOOTH 5649**

4 Kids Entertainment

[www.4kidsentertainment.com](http://www.4kidsentertainment.com)

A global leader in children's brands, 4Kids Entertainment includes two divisions; 4sight licensing, dedicated to such trademark franchises as the American Kennel Club, and the Cat Fanciers' Association; and 4Kids Licensing, which includes kids' favorites Yu-Gi-Oh!, celebrating its 10th year, Dinosaur King and Artist Collection's The DOG/The CAT/The PIG. Led by newer brands WordWorld, Karito Kids and Quints, 4Kids is home to some of the world's most memorable and profitable licensed properties. At Licensing International Expo 2010, 4Kids will capitalize on its role as an industry leader to develop extensive licensing programs for existing properties, while announcing some new brands being introduced at the show!



### **Dinosaur King**

Animated TV series Dinosaur King from SEGA, airing on The CW4Kids in the U.S. and in over 90 countries across Europe and Latin America, chronicles the adventures of a paleontologist's son who finds mysterious cards which bring dinosaurs to life! Upper Deck's Trading Card Game and innovative toys from Playmates are a hit the world over.



### **Yu-Gi-Oh!**

Generating nearly \$5 billion worldwide since 2001, Yu-Gi-Oh! celebrates its 10th year with new TV series, movies and products, led by the wildly successful Konami trading card game. With over 18 billion cards, 17 million video games and 4.5 million videos sold globally, the brand remains a U.S. powerhouse with Yu-Gi-Oh! episodes airing on both TheCW4Kids and on Cartoon Network.



### **WordWorld**

WordWorld is an award-winning multimedia property where letters form characters and environments that enable preschoolers to read. WordFriends Dog, Duck, Ant, Bear, Frog, Sheep and Pig empower children to become early readers by making the important connection with pictures, letters, sounds and words. The Emmy Award-winning WordWorld TV series airs daily on PBS.



**AMERICAN  
KENNEL CLUB**

### **American Kennel Club (AKC)**

American Kennel Club (AKC), the nation's leading authority on dog care, is dedicated to educating families on the importance of responsible dog ownership. Celebrating its 125th anniversary in 2009, the AKC represents excellence as "THE" seal of approval by American dog owners who spent an estimated \$45.5 billion on pet-related products in 2009 for some 77 million dogs.



### **The DOG**

Artist Collection: The DOG is a highly successful puppy photography franchise from Japan, a heart-tugging collection of 70+ breeds in over 100,000 images photographed at unique angles using a fish-eye lens. Since its launch in 2000, The DOG line has expanded into hundreds of products generating over \$500 million in sales. Also popular: The CAT, The PIG, and new this year, The HAMSTER, The DUCK and The RABBIT!