

Global
Partner



BOOTH 4446

Hasbro
www.hasbro.com

The Entertainment and Licensing (E&L) division of Hasbro will arrive at the International Licensing Expo showcasing its vast portfolio of globally renowned toy and game brands across all major licensing categories as well as growing entertainment mediums from television to film and digital games. Expansive and groundbreaking programs supporting Hasbro's iconic toy properties including NERF, TONKA, TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY and PLAYSKOOL will headline the show alongside the innovative extension of top-selling Hasbro game brands such as MONOPOLY, which celebrates its 75th anniversary this year.



NERF

This year promises to be an exciting one for NERF as Hasbro's Entertainment & Licensing builds the top-selling boys brand into a major licensed lifestyle property with licensees lining up to bring a wide array of products to market ranging from high performance soft goods to video game accessories, all of which align with the edgy style of this pop culture brand.



TRANSFORMERS

The TRANSFORMERS licensing program continues to grow as Hasbro marches toward the next major film release in 2011. With more than 400 licensees already on-board based on the first two movies as well as the TRANSFORMERS Animated television series, the global mega brand continues to remain front-and-center with fans worldwide.



MY LITTLE PONY

Licensees globally are tightly embracing the MY LITTLE PONY brand with exciting new products on deck to hit retail in 2010 and beyond. In addition, the MY LITTLE PONY television series will debut later this year on The Hub TV Network, providing even more inspiration for Hasbro's growing list of 130+ licensees.



LITTLEST PET SHOP

The LITTLEST PET SHOP brand continues to shine with more than 190 licensees to date developing a wide assortment of lifestyle products such as apparel/ accessories, publishing, health and beauty, and arts and crafts. Tween girls simply can't get enough of LITTLEST PET SHOP brand.



Hasbro Games

Hasbro Game brands have persistent worldwide appeal as validated by more than 160 licensees that are developing an array of licensed goods that tap the nostalgic vein of consumers who love to show off what they play from wearing a TWISTER t-shirt or collector's MONOPOLY watch to throwing down OPERATION fruit snacks.