

25 YEARS! Yikes!

25 YEARS! Yikes! When I try to wrap my head around that fact it just does not seem possible. I remember my first week like it was yesterday, and on so many levels every day brings new opportunities and new “stuff!”

New Stuff is the best! One of the thrills in licensing is that we all get to do new things often – there is rarely a routine issue, most are unique. Problems may fall into certain categories, but always with a little wrinkle that forces you to stay sharp.

For me, I have always been excited by ‘new.’ New products, new business, meeting new companies, finding new ways of doing things. I am sure every job has its level of daily newness, but licensing is unique in that new is a large part of what we all thrive on.

I got a call just last week – a new company – new to licensing – was asking about the process, how licensing might help their business grow, and what programs (properties) might fit their needs. It always amazes me, because the minute you think that every category is licensed, someone comes up with a new product or category that can be boosted by adding a license. I am enthusiastic on these calls, and even after, I spend time outlining strategies and approaches that I might take, if given the opportunity to be part of the new team.

One of the things that keep us all enthusiastic is this “newness.” Sometimes it does not matter if the person ever calls back, most time the opportunities are not real in the first place. I don’t know how many times I’ve had those calls only to end them with “You can already buy that at Walmart, or Home Depot, or Toys R Us.” The #1 come back to that is - “No, but don’t you see, Mine is RED!” - and I just sigh.

Still, every new call brings with it a new relationship, and

new business methodology, and a piece to a puzzle that is the business we call licensing. In my case it is the fun part of the day.

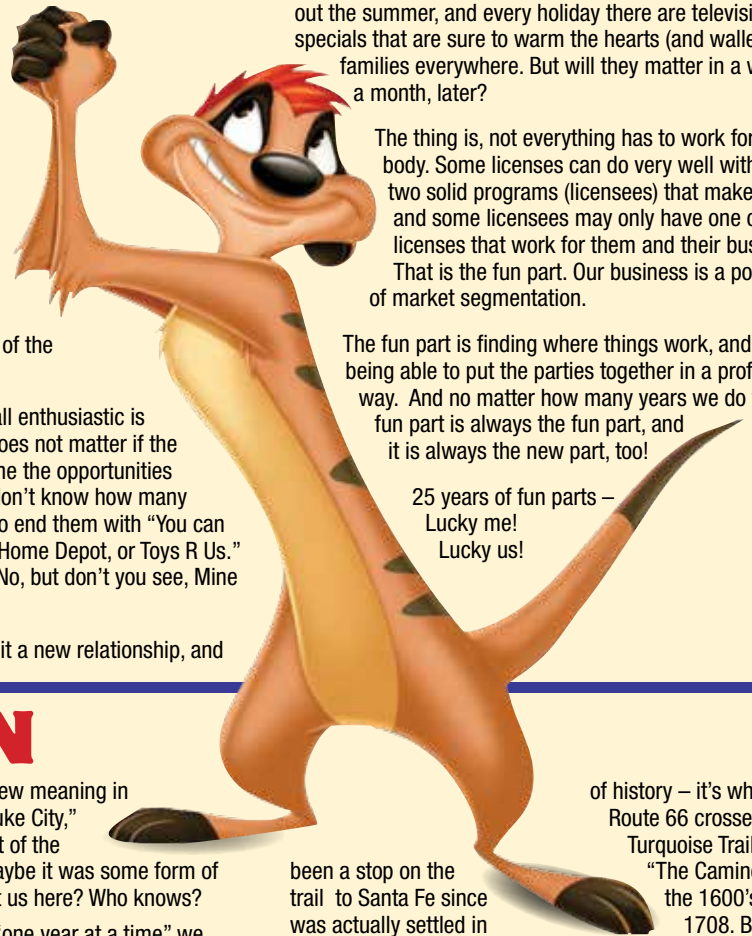
“The fun part is finding where things work, and then being able to put the parties together in a profitable way.”

The other side of the coin is new properties. Licensors are always calling with new IP. Some things aren’t new, but may be new to licensing – other IP is brand new, and in today’s electronic environment there are so many new ways of getting to the market that the question becomes competition. How do you drive the consumer fan base into a strong enough militia that will support a consumer products business? Pretty pictures are a dime a dozen, “tent pole” blockbuster movies open every week throughout the summer, and every holiday there are television specials that are sure to warm the hearts (and wallets) of families everywhere. But will they matter in a week, or a month, later?

The thing is, not everything has to work for everybody. Some licenses can do very well with one or two solid programs (licensees) that make sense, and some licensees may only have one or two licenses that work for them and their business. That is the fun part. Our business is a potpourri of market segmentation.

The fun part is finding where things work, and then being able to put the parties together in a profitable way. And no matter how many years we do this, the fun part is always the fun part, and it is always the new part, too!

25 years of fun parts –
Lucky me!
Lucky us!



Q TOWN

“Building Q” takes on a whole new meaning in Albuquerque. “Q-town,” “The Duke City,” “Albu-Qwercky,” here at the foot of the Rockies, Q’s are everywhere. Maybe it was some form of gravitational karma that brought us here? Who knows?

As we start year 25 of taking it “one year at a time” we begin again in a new location, a new adventure, in New Mexico, “the land of enchantment.” From a business standpoint, ABQ is much easier to get to, and to get from! Durango is only a 7 iron from paradise, but it is also 3 hours from the nearest interstate, and 2 flights (minimum) from everywhere. ABQ is a short hop to LA, a slightly longer hop to NYC, and still has 320+ days of sunshine, mountains, and a high desert climate. ABQ is a city of a half-million people, but it has a distinct small town feel.

As a boy from New England, I like history. ABQ is full

of history – it’s where Route 66 crosses the Turquoise Trail. It has “The Camino Real” the 1600’s and 1708. Back ford the Rio Grande River. When the locals talk about Old Town, they are serious!

25 Years for Building Q! When I did the math, it was hard to believe. Every year is unique, with new challenges and opportunities. In the trenches, you never think of the whole, but as you step back, business is like Jenga, you keep stacking year upon year, carefully building, and hoping the whole thing doesn’t tumble down into a pile of rubble. I must admit, there are times when the stack sways a little uncomfortably. I have to say, I never thought the stack would get to this point.

At 25 years, I can still say I love the consulting gig, and now in Q-town, maybe I can say we’ve finally “arrived.”



Spirit of the Deal



Building Q™
Licensing / Marketing

2017 TRADE SHOW CALENDAR



SHOW	DATES	LOCATION
Consumer Electronics Show (CES)	January 5-8	Las Vegas, NV
Atlanta Int'l Gift Show	January 10-17	Atlanta, GA
OR Winter Show	January 10-12	Salt Lake City, UT
Halloween & Party Expo	January 14-17	New Orleans, LA
Sports Licensing & Tailgate Show	January 17-19	Las Vegas, NV
Fancy Food Show (Winter)	January 22-24	San Francisco, CA
NY Gift Show	February 4-8	New York, NY
Toy Fair	February 18-21	New York, NY
MAGIC (Winter)	February 21-23	Las Vegas, NV
NYC Licensing Summit	March 2-3	New York, NY
Housewares Show (NHMA)	March 18-21	Chicago, IL
Global Pet Expo	March 22-24	Orlando, FL
National Hardware Show	May 9-11	Las Vegas, NV
Licensing Expo	May 23-25	Las Vegas, NV
Sweets & Snacks Expo	May 23-25	Chicago, IL
E3 Expo	June 13-15	Los Angeles, CA
Fancy Food Show (Winter)	June 25-27	New York, NY
Comic Con	July 19-23	San Diego, CA
Super Zoo	July 25-27	Las Vegas, NV
OR Summer Show	July 26-29	Salt Lake City, UT
MAGIC (Summer)	August 17-19	Las Vegas, NV
Dallas Toy Preview	October 2-5	Dallas, TX
ABC Kids Expo	October 15-18	Las Vegas, NV
SEMA (Automotive)	October 31- November 3	Las Vegas, NV

NEWS & NOTES

CLIENT HIGHLIGHTS:

COMIC IMAGES – Heavy into Toy Fair 2017 preparation, Samples, Booth construction, and planning, Comic Images has a top secret line for STAR WARS Episode VIII, a special 40th Anniversary Star Wars launch in addition to a new Super Deformed Plush (tm) line from NICK TOONS. Rugrats, Sponge Bob, Ren & Stimpy, Rocco, and Arnold and Gerald will all be included. CI is also launching in February a plush program in support of SPLASHLINGS, the toy line from TPF which is blowing out at TRU.

LITTLE HIPPIE – Since 2002, Little Hippie has grown to become much more than a clothing line. The future of LITTLE HIPPIE is bright, and the current strategy is to take the success of the licensing experience behind the Grateful Dead program and expand it into other equally iconic, brand, music, and character licenses that reflect and embrace the Little Hippie values of quality product, personal service, and a passion to do good, day by day.

INLIGHTZ – Inlightz was founded in 2014 as the consumer products division of Mega Vision, a 35 year old leader in retail store fixtures. Partners Mathew Chinsano, Joe Clementi and Michael Chiriak Sr. developed the patented illuminated light box as their first consumer product, and have since created a whole product line being launched in NYC at the February 2017 Toy Fair. Entertainment, Automotive and Sports are just the first targeted license categories targeted by the company.



CLIENT ROSTER

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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES HELD
HOME AND ROOM DÉCOR			
PRODUCTWORKS	Mid Tier, Specialty, Mass, Home Improvement Stores, Drug Chains, Hardware, Catalogs	Lighted seasonal/Non-seasonal Indoor/Outdoor Decorations including Yard Art, Illuminated Wall Décor, Jingle Jelz, Christmas Tree Mobiles, Gift and Novelty	Peanuts, Rudolph The Red Nosed Reindeer, Scooby Doo; Sesame Street, Spookly the Square Pumpkin
TOYS, COLLECTIBLES, GIFTS AND NOVELTIES			
COMIC IMAGES	Mass, Drug, Comic Book Stores, Convenience Stores, Hobby Stores, Toy Specialty Stores, On-line Retail	Super Deformed © Plush, Novelty Golf Club Covers, Novelty Slippers, Figural Backpacks	Nicktoons; Splashlings; Star Wars Episode VIII, Star Wars: Rouge One; Teenage Mutant Ninja Turtle
INLIGHTZ	Mass, Drug, Comic Book Stores, Convenience Stores, Hobby Stores, Toy Specialty Stores, On-line Retail	Lighted Collectibles	Valiant
NEW TECHNOLOGY			
PRODUCTWORKS	Mid Tier, Specialty, Mass, Home Electronic Chains; Home Improvement Stores, Drug Chains, Hardware, Catalogs	Window F/X Home Projector	
SPECIAL PROJECTS			
LITTLE HIPPIE	Direct; On- Line; Specialty	Infant & Toddler Apparel & Accessories	Grateful Dead; Fraggle Rock*

*-pending

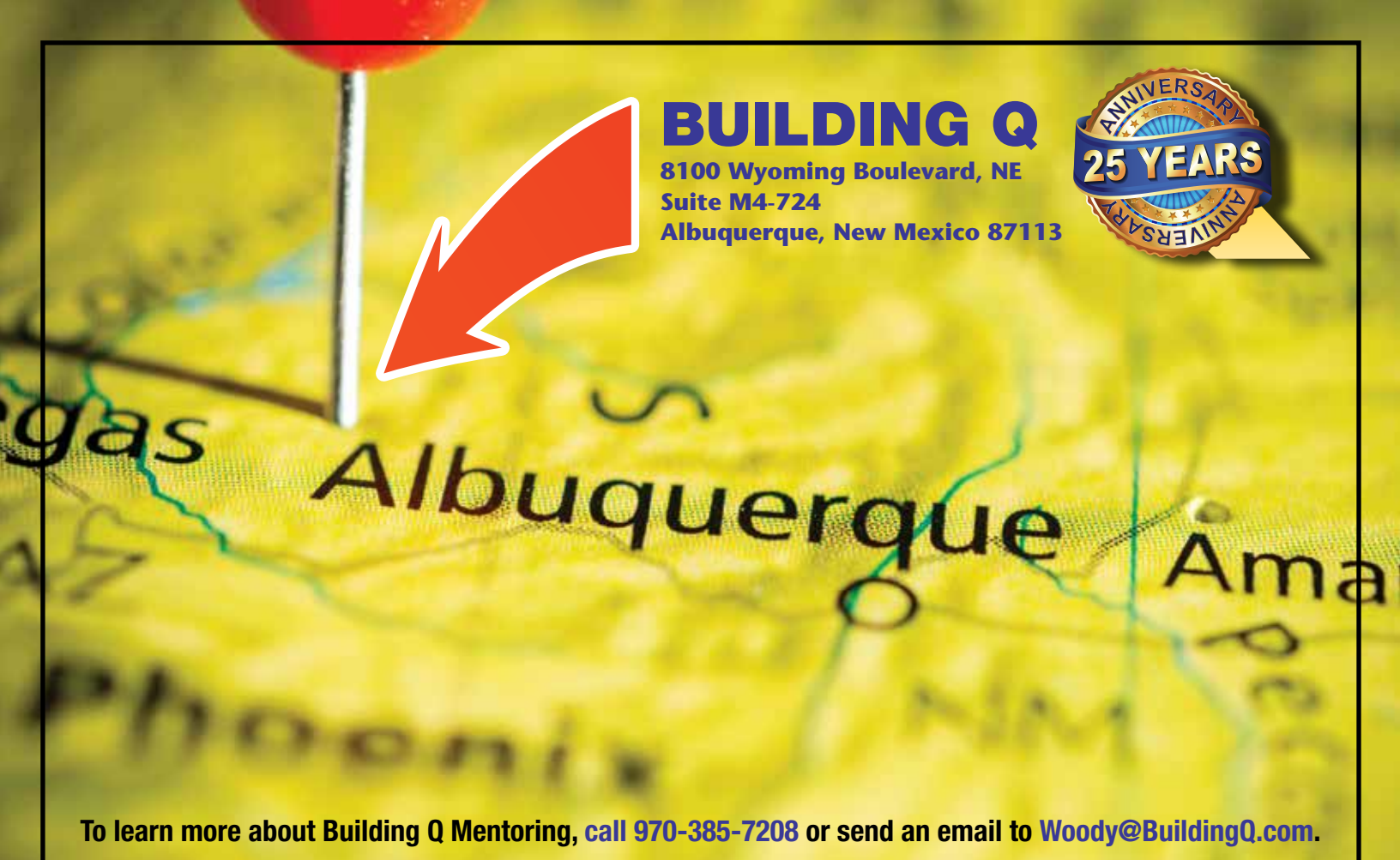
PRODUCTWORKS – Their new seasonal version of the Window F/X Projector is the #1 item at retail, and is not “just” a Christmas item. The F/X Projector is a Home entertainment opportunity that creates a whole new category for licensed family content. You will be hearing more from us on this in 2017! ProductWorks continues to be the new product leader in the seasonal home décor category, and the new F/X Projector is a new category unto itself.

BUILDING Q FUN RUN @ THE LICENSING EXPO – With the new dates for the show (MAY) it could be in the low 60’s for the “Fun Run” – perfect running weather! We meet in the lobby of the Mandalay Bay Hotel, run to the “Welcome To Las Vegas” sign for a photo opp, then we run as a group along the strip until we feel like turning around. It’s easy, fun and the air is fresh!

NEW ADDRESS – In case you missed it, the new Building Q address is - 8100 Wyoming Avenue; Suite M4-#724; Albuquerque, New Mexico 87113 - The phone remains 970-385-7208.

ELECTRONIC NEWSLETTER – If you prefer to receive future newsletters via email, drop me a note at woody@buildingq.com and future editions will arrive in your in-box. If you are looking for past content, all the newsletters are archived on the Building Q website: www.BuildingQ.com

LA, CA – With all the moving around, I am reminded that life goes on – Our first grandbaby is arriving at the end of December, so I will be based in Los Angeles for the month of January as we get to know our new grand baby girl! With the magic of electronics, all of the Building Q contact info remains the same. Since I’ll be in LA for a month, let’s do lunch!



BUILDING Q

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To learn more about Building Q Mentoring, call 970-385-7208 or send an email to Woody@BuildingQ.com.

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