

Moving Pains

We are moving our offices...a royal pain, but when the 30,000-pound tenant wants your space and the lease is up, it is amazing how cold the landlord can be. But the silver lining is that moving means we sort through a lot of old stuff, clean out the files, and ultimately end up with a new space that starts off – at least – neat and tidy.

One of the biggest clean out projects is the property file cabinets. We save a lot, and it is amazing, as I look at some of these "old" issues how quick this business zips along. We are editing out Animorphs, Archie, Avengers, Baby-Sitters Club, Big Guy Rusty, Captain Kangaroo (under C or K?), Flash Gordon, Crayon Box, Eerie Indiana, Giga Pets, Go to bed Fred, Jimmy the Idiot Boy (my fave!), Lost in Space, Magic School Bus, Phantom...and I still have five more file drawers to go.

What this brought to my attention is that we (licensees and their recommenders) seldom get credit for the right "passes". When a property is not right or doesn't fit, the fear is that it will explode into the next big thing and we will all live with the regret that comes from passing on

a hit. We seldom look back and do a check on the things we passed on and say "Now that was a good decision" to each other. And licensors need to have an instant erase memory as they move to the next season, year, or opportunity.

Two years ago there was a great presentation for Titan AE at licensing show (its still in the file). A great opportunity if the movie would have been a hit – I only point it out because Variety credited this project for closing down the Fox animation studio in Arizona. It is easy to be right two years later, and in an industry where most embryonic properties fail to generate critical mass to drive merchandise; passing is often the right move. It is important to look back from time to time and realize that these too are key decisions, and a good place to learn.

So maybe you should dig through some of those old files and look at some of your passes. These correct decisions will give you the confidence to take a shot or two and just maybe score the next big thing.



A Toy Story



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When visiting various showrooms at Toy Fair in February, one thing you will definitely notice is that many of the top toys are now being licensed out and produced in a variety of other categories. Leading the way as a "toy" license, of course, is the preeminent girls toy, The

Barbie Doll. As part of the Barbie empire, you can find workbooks from MODERN PUBLISHING on all store shelves. New for 2001 are seasonal confections and tins featuring every girl's best friend. FRANKFORD CANDY AND CHOCOLATE COMPANY will ship Barbie tins and bagged and wrapped candies for Easter, Halloween and Christmas.

If you are like us, you've spent countless hours throwing a Nerf Football around in the backyard, street, office or at the beach. In 2001, POLYCONCEPTS takes that one step further with

the introduction of the Nerf Football Telephone. It's a real Nerf Football, and it's a real telephone. Go out for a bomb, it's for you!! POLYCONCEPTS also adds to its successful Slinky Telephone in 2001 with a Slinky Lamp and Clock. Slinky is more than a wonderful toy, now it's a wonderful line of electronics.

Looking for miniature versions of your favorite games like Bop-It, Boggle, Life, and Perfection? BASIC FUN takes the real game, puts them through their "incredible shrinking machine", and creates working keychains of these games. This innovative company can take almost any property and turn it into a functional miniaturized version. Look for more toy licensing from all these companies throughout the year.



©1997 Mattel, Inc.

A Classic Moves to the Big Screen

The live-action Spiderman Movie is slated to hit theatres in spring 2002, but that does not mean that you have to wait until then to get product featuring Spidey. In addition to the movie program put in place by Sony and Marvel, Marvel continues to license the Classic Spiderman character that we all grew up with.

Leading up to the feature film, WARREN INDUSTRIES will produce puzzles with the classic images of Spiderman from the comic books.

Collectors' appetites will be filled prior to the movie with COLLECTIBLE CONCEPTS GROUP'S desktop collectibles featuring Spiderman and all of his arch nemesis. Kids will sleep a bit more comfortably knowing they are protected by their favorite Superhero in sleepwear manufactured by BRIEFLY STATED. The Classic Spiderman merchandise will hit the market throughout 2001.



Building Q

Licensing / Marketing

This recently came across our desk and we thought we would share it with you.

JOB DESCRIPTION FOR PARENTS

Long-term team players needed for challenging permanent work in an often-chaotic environment. Candidates must possess excellent communication and organizational skills and be willing to work variable hours, which will include evenings and weekends and frequent 24 hour shifts on call. Some overnight travel required, including trips to primitive camping sites on rainy weekends and endless sports tournaments in faraway cities. Travel expenses are not reimbursed. Extensive courier duties also required.

RESPONSIBILITIES: For the rest of your life, must be willing to be hated at least temporarily until someone needs \$5 to go skating. Must be willing to bite tongue repeatedly. Also, must possess the physical stamina of a pack mule and be able to go from zero to 60 mph in three seconds flat in case, this time, the screams from the back yard are not someone just crying wolf. Must be willing to face stimulating technical challenges, such as small gadget repair, mysteriously sluggish toilets and stuck zippers. Must screen phone calls, maintain calendars and coordinate production of multiple homework projects. Must have ability to plan and organize social gatherings for clients of all ages and mental outlooks. Must be willing to be indispensable one minute, and embarrassed the next. Must handle assembly and product safety testing of a half million cheap plastic toys and battery operated devices. Must always hope for the best but be prepared for the worst. Must assume final, complete accountability for the quality of the end product. Responsibilities also include floor maintenance and janitorial work throughout the facility.

POSSIBILITY FOR ADVANCEMENT AND PROMOTION: Virtually none. Your job is to remain in the same position without complaining constantly while retraining and updating your skills so that those in your charge can ultimately surpass you.

PREVIOUS EXPERIENCE: None required, unfortunately on the job training offered on a continually exhausting basis.

WAGES & COMPENSATION: You pay them, offering frequent raises and bonuses. A balloon payment is due when they turn 18 because of the assumption that college will help them become financially independent. When you die, you give them whatever is left. The oddest thing about this reverse salary scheme is that you actually enjoy it and wish you could only do more.

BENEFITS: While no health or dental insurance, no pension, no tuition reimbursement, no paid holidays, no stock options are offered, job supplies limitless opportunities for personal growth and free hugs for life if you play your cards right.



PDQ PRODUCT DEVELOPMENT

A NEW LOOK FOR PDQ

A new home, a new look, and a new attitude for PDQ Product Development as we enter 2001. PDQ Product Development has relocated to 1000 Haddonfield-Berlin Road, Suite 203, Voorhees, NJ 08043. Executive Vice President, Jonathan Jaffe, can now be reached directly at 856-782-3377, or via email at jaffe.pdq@BuildingQ.com. Let us know what you think of the new look.

PDQ Product Development can solve a single design or engineering problem or coordinate and entire team development effort from concept to production. We perform any or all of the functions that you expect from the most extensively staffed R&D department. Product categories currently being serviced include: toy, home health care, and consumer products. Contact us to see how we can assist with all of your product development needs.

We will help you to get your product to market faster and more efficiently.

BUILDING Q NEWS & NOTES

Update your records... we have moved, our new address is 1000 Haddonfield-Berlin Road, Suite 203, Voorhees, NJ 08043, New Phone Number – 856-782-7400, New Fax Number – 856-782-7737. If you are traveling through Southern New Jersey, stop by and see the new place!

New Business... During the second half of 2000, we welcomed COMIC IMAGES, manufacturer of trading cards, ICONNECT.COM, facilitator of custom internet portals & email, and HASELSON INTERNATIONAL, manufacturer of men's and boys sportswear to the client roster. We are excited to add these outstanding companies to our lineup.

Upcoming Trade Shows... Consumer Electronics Show, Las Vegas, January 6-9; National Housewares Show, Chicago, January 14 –17; Supershow, Las Vegas, January 21-24, Winter MAGIC, Las Vegas, February 13-16, Toy Fair February 11-15, New York City

2001 TRADE SHOWS

As you prepare your travel calendar for trade shows for the early portion of 2001, here is a list of Building Q clients to look for during your journeys.

CONSUMER ELECTRONICS SHOW

SHOW HIGHLIGHTS

POLYCONCEPTS

- Line extensions for M&M's, Slinky, Crayola, Coca-Cola and Coleman
- Introductions of Nerf, Koosh, Magic 8 Ball and Philco

TOY FAIR

As you run through the Toy Buildings be sure to stop in on these showrooms for the latest product news...

SHOW HIGHLIGHTS

BASIC FUN

Introduction of new, innovative working keychains featuring M&M's, and Razor Scooter

COLLECTIBLE CONCEPTS GROUP

Debut of Spiderman, Planet of the Apes, Lara Croft and Farscape desktop collectibles

GEMMY INDUSTRIES

Introduction of Simpsons Halloween Animatronics, and continuation of Scooby Doo Line

MODERN PUBLISHING

All-New Coloring and Activity Books featuring Clifford, The Big Red Dog

POLYCONCEPTS

Line Extensions for Crayola Electronics

ROSEART INDUSTRIES

Introduction of Bob The Builder and Jurassic Park III Activity Kits

SOMA INTERNATIONAL

New Vehicle toys featuring GM Goodwrench

WARREN INDUSTRIES

All-New Games and puzzles featuring Cardcaptor, XMEN, Spiderman, Simpsons, and Sabrina

WINTER MAGIC

Be sure to visit these booths for the latest news on these companies

SHOW HIGHLIGHTS

AD SUTTON & SONS

- Introduction of Lara Croft & Tenchi Muyo backpacks and bags
- New designs for Coca-Cola, NASCAR, Clifford and Dragonball Z

BRIEFLY STATED

- New designs for Scooby Doo, Curious George, and Spiderman
- Line Extensions for Lucky and Playboy Brands
- Introduction of Todd Parr and Planet of the Apes sleepwear and loungewear

HASELSON INTERNATIONAL

- Stop by and meet our newest client

POLYCONCEPTS

- Be sure to visit the trend area of the show to see the line





News & Previews

Client	Distribution	Core Product Line	Current Licenses Include (listed alphabetically)
TOYS AND GAMES			
BASIC FUN	Mass, Specialty, Toy	Working Keychains	Barbie, Clifford, Etch - A - Sketch, Hasbro Games, Hot Wheels, Huffy Micro Scooter, M&M's*, Nickelodeon, Peanuts, Pokemon, Powerpuff Girls, Razor Scooters*, XOOTR Scooters
SOMA INTERNATIONAL	Mass	Die Cast vehicles, Vehicle Playsets, Toys	GM Goodwrench
WARREN INDUSTRIES	Mass, Mid-Tier, Toy, Drug	Games & Puzzles	Animated X-Men*, Cardcaptor Sakura, Classic Spiderman*, Clifford, Coca-Cola, Crazy Bones, Curious George, Discovery, DragonBall Z, Lego, Looney Tunes, Monster Rancher, M&M's, Power Rangers, Sabrina, The Simpsons
SEASONAL/SOCIAL EXPRESSIONS			
GEMMY INDUSTRIES	Mass, Mid Tier, Specialty, Drug	Seasonal & Everyday Animatronics	Alvin & The Chipmunks, Caddyshack, Elvis Presley, Frosty the Snowman, Grinch, Jaws, Scooby Doo, The Simpsons*, Universal Monsters, Wizard of Oz
PUBLISHING			
MODERN PUBLISHING	Mass, Drug, Grocery	Coloring, Activity and Sticker Books	Barbie, Digimon, DragonBall Z, Fisher Price, Furby, Hot Wheels, Teletubbies, WCW
HBA			
KOSMAKARE	Mass, Drug, Grocery	Adhesive Bandages & First Aid Products	Bob The Builder*, Powerpuff Girls, Teletubbies, WWF
ONLINE			
ICONNECT.COM	Online	Affinity Branded Internet Access and Email, Custom Web Portals	Marvel Universe
FOOD			
FRANKFORD CANDY COMPANY	Mass, Drug, Grocery	Boxed and Wrapped Confections, Retentative Value Containers	Barbie, Beatrix Potter, Brach's Candies, Curious George, Grinch, Hawaiian Punch, Hot Wheels*, Peter Pan, Rugrats, Woody Woodpecker
ELECTRONICS			
POLYCONCEPTS USA	Mass, Mid-Tier, Gift, Catalog	Novelty Consumer Electronics	Coca-Cola, Coleman, Crayola, Double Bubble, Koosh, Magic 8 Ball*, M&M's, Nerf, Nick & Nora, Slinky
CRAFT & ACTIVITY			
ROSEART INDUSTRIES	Mass, Toy	Craft & Activity Kits, School Supplies, Lunch Boxes, Tents, Sleeping Bags	Barbie, Bob The Builder*, Dairy Queen, Digimon, DragonBall Z, Franklin, Hot Wheels, Jurassic Park III*, NBA, Peanuts, Pokemon, Sailor Moon, 102 Dalmations
COLLECTIBLES			
COLLECTIBLE CONCEPTS GROUP	Specialty, On-Line, Catalog	Collectibles	Austin Powers, Chicken Soup for the Soul, Farscape*, Lara Croft, Marvel Characters, Planet of the Apes*, Spiderman, Stan Lee, Terminator, XMEN, 7thPortal
COMIC IMAGES	Mass, Specialty	Trading Cards	Final Fantasy*, South Park, Tenchi Muyo, WWF
APPAREL & ACCESSORIES			
AD SUTTON & SONS	Mid-Tier, Mass, Department Store, Specialty	Diaper Bags, Gift Sets, Backpacks, Travel Bags,	Baby Snoopy, Clifford, CART Racing, DragonBall Z, Kolcraft, Lara Croft*, Little Bear, Little Me, NASCAR & Drivers, Tenchi Muyo*
BRIEFLY STATED	Mid-Tier, Mass, Department Store	Boys & Girls Sleepwear, Loungewear,	Brittany Spears, Crazy Bones, Curious George, Dragonball Z, Franklin, Hasbro Games, Korn, Lucky Brand, Playboy, Reboot*, Scooby Doo, Spiderman, Todd Parr Art*, WCW, XMEN
HASELSON INTERNATIONAL	Mass	Men's & Boys Sportswear	Program Building Throughout 2001

For more information on Building Q or our clients contact us at:

Woody Browne, *Principal* • Gary Schneider, *Marketing Manager*
 Building Q • 1000 Haddonfield-Berlin Road, Suite203 • Voorhees, NJ 08043
 Phone 856-782-7400 • Fax 856-782-7737 • www.BuildingQ.com

* - Contract Pending