



CLIENT ROSTER



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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES HELD
APPAREL & ACCESSORIES			
MTC MARKETING	Mid-Tier, Specialty, Mass	Jackets, Hoodies, Flip Flops, Headwear	Betty Boop, Bratz, Cadillac, Carebears, DOMO, Felix the Cat, General Mills, General Motors, Indy 500, Ironman, Johnny Test, Spider-Man, Strawberry Shortcake, Teenage Mutant Ninja Turtles
COLLECTIBLES, GIFTS & NOVELTIES			
COMIC IMAGES	Mass, Drug, Convenience Stores, Hobby	Plush Figures, Novelty Golf Club Covers, Novelty Slippers, Figural Backpacks	Clone Wars, Marvel Super Heroes, Moshi Monsters, Spider-Man, Star Wars, Universal Monsters
CONFECTIONS			
HILCO	Mass, Drug, Grocery, Specialty, Dollar Stores, Convenience Stores	Seasonal & Everyday Novelty Confections	Barbie, Bat-Man, Hot Wheels, Scooby Doo, Super-Man
SEASONAL & HOME DÉCOR			
TNK PARTNERS LLC.	Mass, Drug, Specialty, Sports Specialty, Off Price, Warehouse Clubs	Housewares, Melamine Dinnerware, Outdoor Furniture & Accessories, Cutting Boards, Water Bottles, Camping Gear & Picnic Ware	General Motors
PRODUCTWORKS	Mass, Drug, Grocery, Specialty, Mail Order, Warehouse Clubs	Lighted Indoor & Outdoor Decorations (Seasonal and Non-Seasonal), Window Clings, Lighted Novelties	Dora the Explorer, Peanuts, Precious Moments, Raggedy Ann and Andy, Rudolph the Red Nosed Reindeer, Sponge Bob Squarepants, The Simpsons
PET PRODUCTS			
PETMATE	Mass, Pet Specialty, Drug Stores	Kennels, Feeding, Watering, Dog Waste Management, Dog & Cat Toys, Bedding	ASPCA, American Kennel Club, American Legacy, Arm & Hammer, Microban
TOYS AND GAMES			
WEVEEL	Mass, Toy, Specialty, Drug, Craft Stores	Craft & Activities, Scented Markers, Scented Bubbles, Chalk Accessories	Moshi Monsters
SPECIAL PROJECTS			
BASIC FUN	Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional, Figural and Plush Keychains and Novelty Items, Talking Pens and Keychains, Holiday Ornaments, Take-Along Twister, Magic Washcloths and Mitts, XTS Expandable Train System, Hand-Held Electronics.	Angelina Ballerina, Angry Birds, Bakugan, Ben 10, Etch-a-Sketch, Fisher Price, Guitar Hero, Hasbro's Games, Hello Kitty, Littlest Pet Shop, Marvel Universe, Mr. Men & Little Miss, Mr. Potato Head, My Little Pony, Moshi Monsters, Nintendo, Paul Frank, Pokemon, Power Rangers, Sesame Street, Spider-Man, Spongebob, The Office, Thomas and Friends, Tonka, Transformers, Wolverine, Yo Gabba Gabba
CAHOOTE	Specialty, Mass, Independent Toy Stores, On-line	Folded Paper Fortune Telling Games	Animal Planet
NORTEX	Home Centers, DIY Stores, Hardware, Specialty & Industrial	Generators, Compressors, Pressure Washers	



Spirit of the Deal

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20 Years – WOW!

2012 marks the 20TH year for Building Q. I am not really sure how this happens, you kind of just put a few weeks together and the next thing you know you are 20 years down the road. Since August of 1992 we've had some real success – Helped to build Frankford Candy, Briefly Stated, Gemmy, BioWorld, Product Works, Bakery Crafts and Basic Fun into dominant licensees within their categories. Helped smaller companies get big, too. We've had the fun of being involved in some way or another in every "Hot" property over the span, and have built programs with world-class brands in unique ways.

"Maybe the most important lesson is that the harder you work, the luckier you become. You keep pushing, show up every day, and good things happen."

I like the coaching aspect of the consulting business, helping companies develop long-term successful strategies in portfolio management, relationship management, and building partnerships that last. It is true that we are "hired to be fired" but the ride up is worth it.

As I look back there are many lessons I have learned, some from mistakes I've made others from just paying attention.

I have learned that even good clients can be bad people, and "what have you done for me lately" is a way of life, and "it's not personal" is code for we are going to screw you over. It is personal, if it weren't no one would care. I care even when I shouldn't.

I have learned that friends are everywhere, and sometime when you least expect it, help comes your way. I find pure joy in helping. It makes your day when someone you barely know comes up to you and says "Thanks for the good words of advice you gave me 3 or 4 years ago, it was a real help." Good karma stuff.

Electronic Friends are not the same as real friends – and that face-to-face meetings are far more productive than the best conference call.

I have learned that when references tell you someone is a bad egg, they most likely are, and you won't change them. I've learned that first hand.

The value of experience is priceless.

I have learned that work and pay are different, and it is not about the money. Money is how we keep score, so you have to pay attention anyway.

Maybe the most important lesson is that the harder you work, the luckier you become. You keep pushing, show up every day, and good things happen. In cycling you need to work hard to stay with the group – if you get dropped you are in for a long lonely day. Sometime staying with the peleton means killing yourself for 30 seconds more, just hang on. At work, when things get tough, and the days look bleak, I have learned to keep my chin up and focus on doing the best I can. Invariably good things are right around the corner. Just hang on.

I love what I do, now more than ever – but I still call it "work" as in "I am going to work now." or "I'm working."

I realized a dream a little over a year ago moving the business to Colorado. Trimmed the staff to one, and re-engaged with a whole new energy. I am more excited about the future than I have been in awhile. After all, once the polar caps melt, I have beachfront property!

**Twenty years and counting!
Happy Anniversary, Building Q!**



Celebrating our...

20TH

1992-2012

Building Q™
Licensing / Marketing

Anniversary!



"Who's-Who & What's What"...

1. C. Woodrow Browne, Building Q, Managing Partner PR headshot, 2009 • 2. Woody Browne (Building Q); Gingerbread Man (DreamWorks); Rebecca Browne (Building Q) @ DreamWorks Summit, Orlando, November 2011 • 3. Tom Watters (Scrambled Eggz); Will Thompsen (Changes); Alyssa Tucker (4Kids); Kirsten Fallon (Ludurom); Woody Browne (Building Q); JJ Ahern (Licensing Street) @ 2011 Building Q Fun Run at Licensing Show, Las Vegas, June 2011 • 4. Woody Browne, Office: circa 1998 • 5. Building Q Licensing Show Booth, June 2005 • 6. Eli Dekel (Saban) & Guest @ 2004 Building Q Fun Run at Licensing Show, Central Park, NYC, June 2004 • 7. Terry Hess (Building Q) @ BQ offices, April 2005 • 8. Mark Miner (Mello Smello); Stu Seltzer (Marketing on Demand); John Hassler (MHS Licensing); Gary Schneider (Building Q); Woody Browne (Building Q); unidentified guest; Robbie Raffish (ASAPR); Kathy O'Heir (Modern Publishing) @ 2002 Building Q Fun Run at Licensing Show, Central Park, NYC, June 2002 • 9. Briefly Stated Magic Booth, circa February 2002 • 10. Gary Schneider, Building Q @ Building Q offices, April 2005 • 11. Sam Guttman (Bakery Crafts); Woody Browne (Building Q) @ 2006 Ironhorse Bicycle Classic, Durango, Co., May 2006 • 12. "Building Q" 2006 - 2010 • 13. "Orange County Choppers" T shirts circa 2005 • 14. Rhonda Tidrich (Warren Industries); Kyle Alpern (Building Q); Ed Lenk (Modern Publishing); Barrie Simpson (Warren Industries); Woody Browne (Building Q) on "The Big Comfy Couch" Toy Fair, February 1997 • 15. Gary Schneider, Lisa Archer, Woody Browne (Building Q team) @ Building Q 1998 • 16. SpongeBob SquarePants (Nickelodeon); Woody Browne (Building Q) Just hangin', circa 2002