



Licensing Management International

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UK**

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Website: www.lmiuk.com



Introduction to LMI

Established in 1982, Licensing Management International (LMI) is a multifaceted licensing agency. The Company has had a long and successful trading history and the marketing team have represented some of the world's most recognisable and highly successful Brand names and products, including: **Star Wars, NFL, FIFA, British Motor Heritage including MG, Austin and Morris, BSA Motorcycles, Royal Mail, Pepsi** and the **Davis Cup**.

LMI's Affiliate company Bradford Licensing Europe handles the European licensing for HBO's Emmy award winning **Game of Thrones™** which has been heralded as HBO's most successful show.

LMI develops domestic (UK & Eire), Pan-European and Worldwide licensing programmes on behalf of its Licensors.

With many years of combined business knowledge in licensing and publishing we have the experience and contacts to develop a Brand's potential, applying originality and creativity to develop effective Brand Extension programmes.



Our Portfolio

1620—2020
Mayflower
400™

Steering our future,
inspired by the past.

GAME OF THRONES™



HIGHCLERE CASTLE™



Shakespeare
birthplace trust



PGA™



Our Services

Our knowledge is trusted and relied upon by our Licensors and we manage all stages of the licensing lifecycle. These services have proved invaluable when delivering a well structured, coherent licensing programme across multi-categories and territories. Our full range of services include:

Sales and Marketing:

- Planning, research and market analysis
- PR Strategic preparation and implementation of Sales and Marketing plans and supporting materials
- Identifying licensees and negotiating commercial terms
- Building, developing and managing commercial partnerships

Accounting:

- Financial planning including formulation of projections
- Invoicing, collections and general review and monitoring of royalty statements

Product Development:

- Managing approvals from concept to in-store delivery

Legal:

- Preparation, negotiation and co-ordination of Contracts
- Advice and support in TM and © matters



GAME OF THRONES



For more information on licensing opportunities, please contact Andrew Maconie:
Email: Andrew@lmiuk.com Tel: +44 (0)1425 403430

HOME BOX OFFICE. Address: 6 Lymington Enterprise Centre, Ampress Lane, Lymington, SO41 8LZ, UK

ABOUT HBO*

HBO is the highest rated and the most honored premium cable network on television, receiving a total of 23 Primetime Emmys® in 2018.

ABOUT GAME OF THRONES®

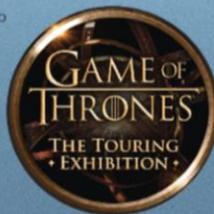
HBO's Emmy®-winning original series (based on George R. R. Martin's best-selling book series A SONG OF ICE AND FIRE) debuted April 2011. Epic fantasy *Game of Thrones*, set in the fictitious world of Westeros, follows the struggles of fierce rival noble houses who fight for control of the Seven Kingdoms. *Game of Thrones* received a total of 9 Emmys in 2018 and a total of 47 Emmys to date.



Iron Throne Replica

GAME OF THRONES FRANCHISE

- Since launch, *Game of Thrones* product continues to expand its footprint across all retail channels in North America and internationally. It is a Top 5 Brand at a number of specialty stores, securing in-store window takeovers, end caps and dedicated merchandise sections. *Game of Thrones* is truly a 365 day a year brand at retail.
- Game of Thrones* year after year is the top performing property on the HBO E-Commerce Shop in the US and EU, and continues to grow with the anticipation of Season 8.
- HBO has expanded into experiential licensing with the launch of *Game of Thrones: The Touring Exhibition and Game of Thrones Live Concert Experience* featuring Ramin Djawadi.



GAME OF THRONES AUDIENCE

- Game of Thrones* is the **highest-rated** original series on HBO.
- Episodes of Season 7 averaged **32.1 million viewers**, continuing year-over-year growth, and now ranks as the most watched season of an HBO Original Series on record.



Royal Mail Stamps

- Game of Thrones* is a true global phenomenon airing in over 200 markets, with 75% of international broadcasting partners airing new episodes within 7 days of the US premiere.
- Game of Thrones* is enjoyed by both men and women, with men representing 56% of the audience and women 44%.

GAME OF THRONES FANS

- This critically acclaimed, award-winning series boasts an incredibly loyal and engaged fan community eager to watch, experience and consume all things *Game of Thrones*. It has amassed more than 22.4M Facebook fans and over 7.03M Twitter followers. The fan base continues to grow.
- To-date, *Game of Thrones* is the most visited and streamed programming section on HBO.com.
- Game of Thrones*' loyal fans are hungry to support a vast array of licensed products, which include a growing list of offerings from over 100 current licensees around the world.



MEY Jewelry



Funko Pop! Figurines

2018



*Dates subject to change

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British Motor Heritage

British Motor Heritage Limited was established in 1975 to support owners and the marketplace by putting genuine components for classic British cars back into manufacture, using original tools wherever possible. Since 2001, when the company was acquired from BMW, it has been successfully run as an independent company and LMI handles licensing rights for the automotive marques below.





BSA
MOTORCYCLES



BSA MOTORCYCLES



A Great British Heritage

BSA Group has a long history dating back to 1692 when a contract was drawn up with King William 111's Board of Ordinance and five Birmingham Gunsmiths to supply guns culminating in the Birmingham Small Arms Company being formed.

1903 saw BSA's first experimental motorcycle being developed. The post war years saw a huge growth in demand for motorcycles and a broad range of motorcycles were developed. BSA Company Limited, the owner of the BSA Trademarks, became part of the BSA-Regal Group during the restructuring of BSA Group in 1994.



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HIGHCLERE CASTLE

The Home of the
8th Earl & Countess of Carnarvon



HIGHCLERE CASTLE™



This licensing initiative is being actively supported by Lord and Lady Carnarvon. Lady Carnarvon, who aside from being the current "chatelaine" of the house, is the bestselling author of **Lady Almina & the Real Downton Abbey** and also **Lady Catherine & the Real Downton Abbey** published by Hodder & Stoughton in the UK and Random House in the USA and is a true expert on the history of the house, its possessions and its inhabitants.

Highclere Castle has been the home of the Earls and Countesses of Carnarvon since the late 17th century, and is still cherished by the present Lord and Lady Carnarvon as a family home.

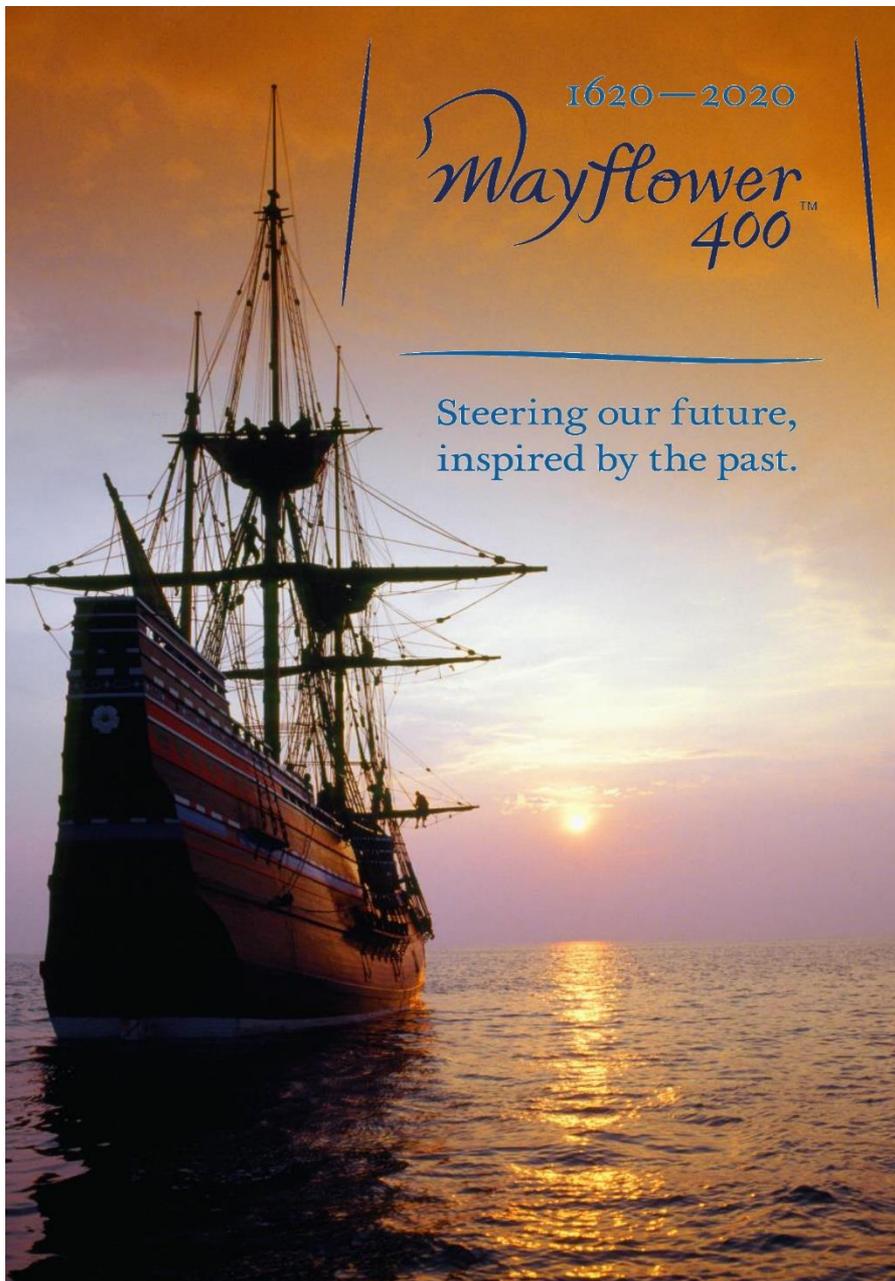
It is one of the most beautiful Victorian Castles in the world, set amidst spectacular parkland and is instantly recognisable as the location for the highest rated TV series on PBS in its history in the United States, ITV in the UK and other leading TV networks worldwide.



The Drawing Room
at Highclere Castle



The Library
at Highclere Castle



1620—2020

Mayflower
400™

Steering our future,
inspired by the past.

Mayflower 400 | 400th Anniversary 1620 — 2020

Pilgrims and the people and places that are at the heart of the journey



2020 marks the 400th anniversary of the Mayflower voyage, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the US and the Netherlands.

Our Mission: To inspire a lasting legacy of kinship and transformational change within our communities which is founded on our shared values, and history

Mayflower 400 champions the values of freedom, humanity, imagination and the future that informed the original journey, and which is continue to be articulated in the special relationship between the UK and the US.

The commemoration will recognise the impact of the Mayflower's journey on Native American communities and address themes of colonialism and migration, providing an accurate, inclusive account of the Mayflower's legacy.

A world-class programme of art, music, theatre, exhibitions, storytelling, digital innovation, literature, crafts, festivals and debates will be delivered during 2020, transforming communities and providing cultural, business and visitor links that embrace different perspectives and different voices.

Mayflower 400 is a unique opportunity to commemorate the legacy of the 102 passengers who undertook the journey in 1620, and to highlight their stories and heritage, which is embedded in the communities across the UK, US, the Netherlands and the Wampanoag Nation.

Keep an eye on social media @Mayflower400UK and mayflower400uk.org for up to date information

Facebook: www.facebook.com/Mayflower400UK/

Twitter: @mayflower400uk

Instagram: mayflower400uk

LinkedIn: Mayflower 400 UK

Hashtags: #Mayflower400 #GetOnBoard2020



The international Mayflower Compact Partnership has been created to align 11 core UK partner locations across England, alongside the United States of America, the Native American community and the Netherlands.

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APOLLO 11
50th Anniversary
1969 - 2019

For Licensing Opportunities Contact :
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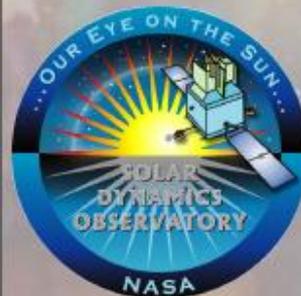
International Space Archives (ISA) is a digital library containing the best of the incredible imagery created by our planet's exploration of the universe.

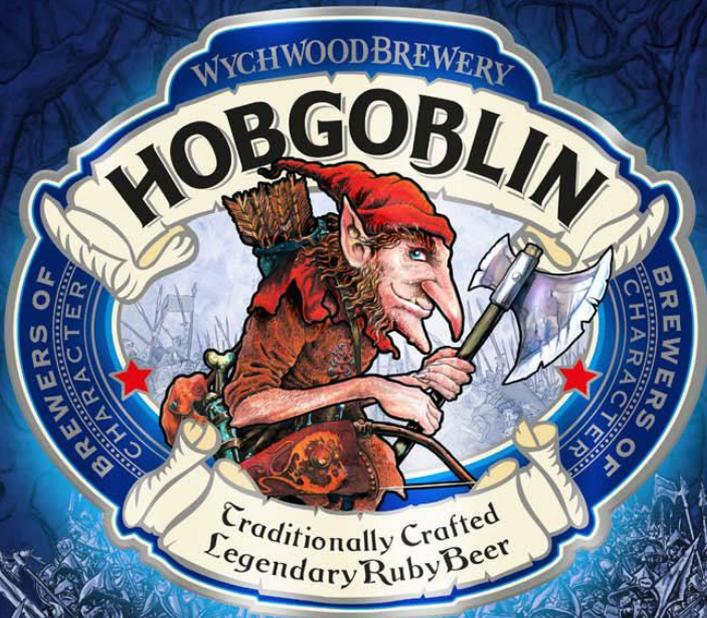
www.internationalspacearchives.com

Over the past fifty years, manned and unmanned space programmes in the United States and other countries have amassed a huge amount of still and motion photography which is unique in its scope and splendour.

For the first time ever, the International Space Archives is bringing together the best of this still and video imagery into one comprehensive collection which is available for licensing worldwide through LMI Ltd.

The Mission Patches, photos, films and video contained in the archive come from a variety of sources including NASA (the United States National Aeronautics and Space Administration) and the international space programs of Russia, Japan, China, India and the European Union





Licensing Management International
www.wychwood.co.uk

hobgoblin beer @hobgoblin_beer

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- Available in cask, keg, bottle & can. Marston's PLC largest single brand.
- Hobgoblin is one of the UK's fastest growing premium beer brands + 7% MAT.
- The most shopped brand in the Take Home universe with 1 in 4 consumers regularly purchasing Hobgoblin. The UK's No.3 premium bottled ale (volume).
- The UK's 8th biggest cask beer.
- A unique and mischievous brand character, with an appeal that is more accessible to recruit new drinkers to the category than more traditional beer brands.

• A social media and digital activist creating interest & demand.
 (Facebook: 211,000, Twitter: 11,000, Instagram: 4,600 followers)



www.wychwood.co.uk

hobgoblin beer @hobgoblin_beer

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This is where the story began...



Discover Shakespeare's world through unique objects and works of art, rare books and the words that have inspired the world for over 400 years.

Licensing with the Shakespeare Birthplace Trust offers a unique brand endorsement and a wealth of inspiration.

All of the Trust's income from licensing supports the vital care and conservation of the Shakespeare Houses and Collections. Registered Charity Number 209302

www.shakespeare.org.uk



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One of the most recognized fictional characters in history



Licensing Opportunities Available

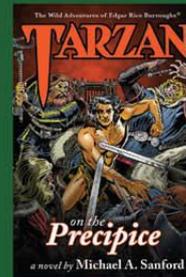
created by
Edgar Rice Burroughs

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TARZAN NOW



All New Web Comic Strips
Eighteen all new, ongoing online comic strips available at EdgarRiceBurroughs.com/comics. Only \$1.99 / month, subscribe now!



New Novels
Featuring wild adventures of TARZAN for the 21st Century

Movies
> Warner Bros, LEGEND OF TARZAN, live action film released July 2016
> TARZAN and JANE, animated series by 41 Entertainment, Netflix coming Fall 2016
> TARZAN animated film by Constatin Films, released 2014



Collectibles
ARH Studios' TARZAN CRY Painted Polystone Limited Edition Statues 1/4 Life Size

Gaming
Aristocrat's Tarzan slot machine was named "Best Slot" in 2011. Rated by Gaming Readers Choice Awards Best in Southern California.

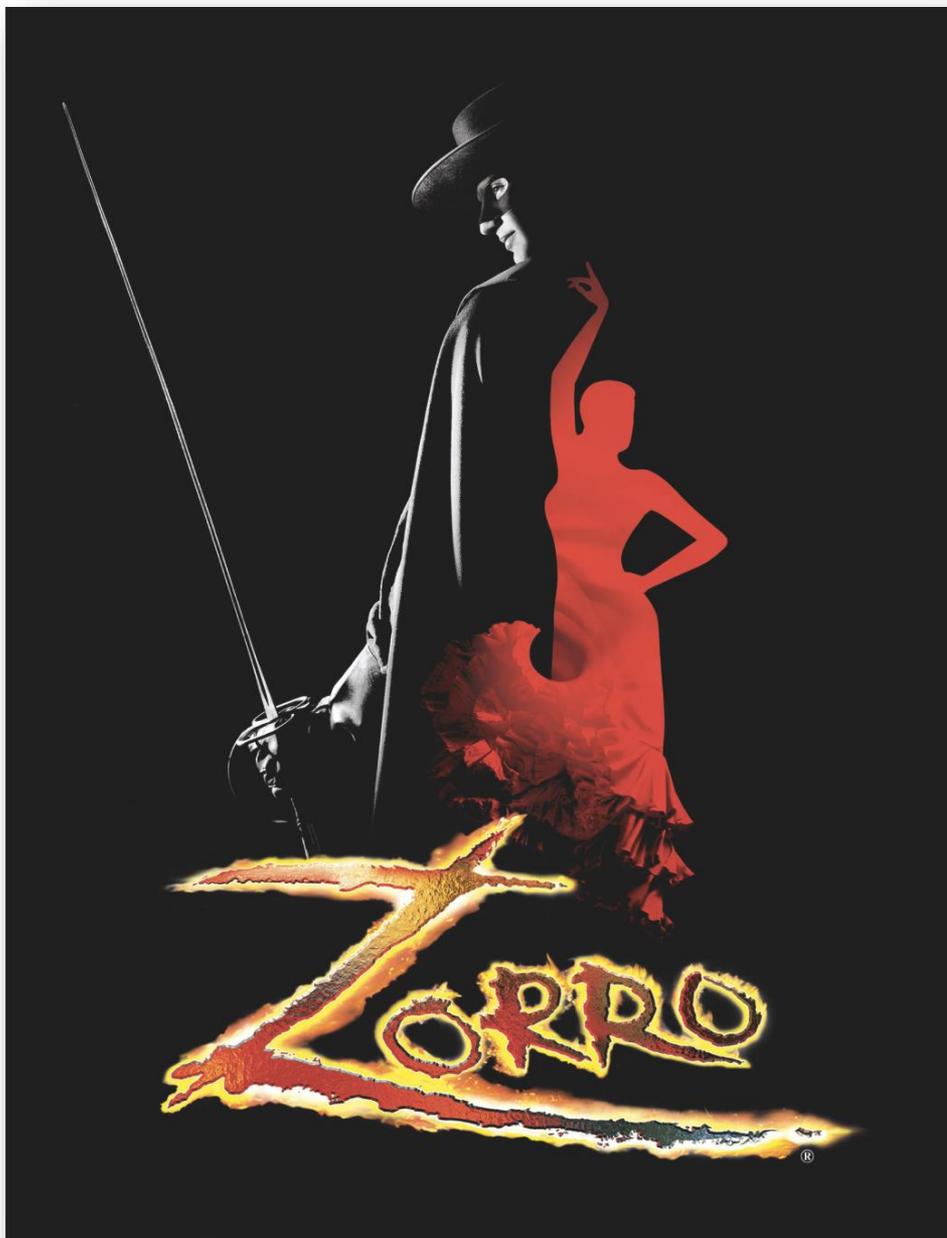


Tees
All New Comic T-shirts based on the Web Comic Strip Program

TARZAN and JANE Merchandising Line
Based on brilliant, historical comic art, a highly successful line of clothing and accessories was created for both Women and Men.



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Iconic character ZORRO celebrates his 100th anniversary in 2019.

A DJANGO/ZORRO crossover film from QUENTIN TARANTINO is in development at COLUMBIA PICTURES – a sequel to both Django Unchained and The Mask of Zorro!

ZORRO was first brought to life by Johnston McCulley in a 1919 pulp fiction serial.

Inspired by McCulley's ZORRO, silent film star Douglas Fairbanks became the silver screen's first swashbuckling action hero portraying ZORRO in the 1920 film, *The Mark of Zorro*

Playtech recently signed a licensing deal for ZORRO for online wager gaming featuring Hollywood stars Catherine Zeta-Jones & Antonio Banderas. A number of the cast of previous Zorro movies can be used subject to Licensor approval.





PGA™

IF YOU WANT TO BE A LEADER, GET ON BOARD WITH THE PGA OF AMERICA



Since 1916, the PGA of America has been the driving force in broadening global interest and participation in the game of golf. In over 35 countries with nearly 30,000 members, each of whom champion this mission, the PGA of America remains the world's largest sports organization.

PARTNER WITH THE PGA OF AMERICA

The PGA of America embodies prestige, philanthropy, and celebrity. It reaches seasoned players, amateurs, and spectators alike. By licensing this classic brand, you are preserving its history while partnering in its future.

Golf has an estimated global following of 450 Million people, and its primary influence is in Western Europe, East Asia, and North America. China has one of the fastest growing fan bases.



YOU'RE IN GOOD COMPANY, AROUND THE GLOBE

The media coverage of all the PGA tournaments including the PGA Championship, Ryder Cup, KitchenAid Senior PGA Championship and KPMG Women's PGA Championship keeps the PGA brand top of mind.

Global partners such as Pepsi, Omega, Ralph Lauren, and John Deere are testament that the PGA of America is in alignment with the accolades of its sponsors.

ASSETS

The many renditions of the classic blue and gold PGA of America logo remain the quintessential emblem from which loyalty is rooted and quality emanates.

CATEGORIES

- Apparel
- Golf Accessories
- Toys and Games
- Retail Locations
- Electronics

...and many more

For licensing opportunities please contact:
Andrew Maconie, CEO, LMI Ltd
Andrew@lmiuk.com
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80 x 22' episodes 4-8 years



CONSISTENT #3 SPOT ON PBS

- > New episodes airing on PBS Kids, TVO Kids and CBBC
- > Airing in 150+ countries worldwide
- > Winner of 11 Emmy Awards 

PBS BOOTH NUMBER # G214

FOR LICENSING OPPORTUNITIES CONTACT:

DAPR (USA) Patricia Ries: patricia@daprgroup.com
 LMI (Europe) Andrew Maconie: andrew@lmiuk.com
 BRAVADO (Canada) Carol Lovell: Carol.Lovell@umusic.com



www.sinkingship.ca

ODD TUBE DIGITAL SERIES 36 MILLION+ VIEWS

RATINGS AND REACH



BBC

- 15.9% share for the 6-12 age group
- 2.3 Million iPlayer requests last year



Toybox

- 13 Issues Per Year
- 55,000 copies printed



Amazon Prime

- Over 8 million households (33%) and counting



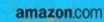
RATINGS AND REACH

80 x 22' Episodes



PBS

- Odd Tube - 36 million views & climbing
- #3 show on TV with 2-8 year olds
- #3 streaming on PBS
- #3 show for web game plays
- Ratings up year over year by 10%
- Airls daily on PBS Kids 4:30pm and 5pm weekday, 11am Saturdays and Sundays
- Airls daily on PBS' 24/7 channel 8pm and 8:30pm



Amazon Prime

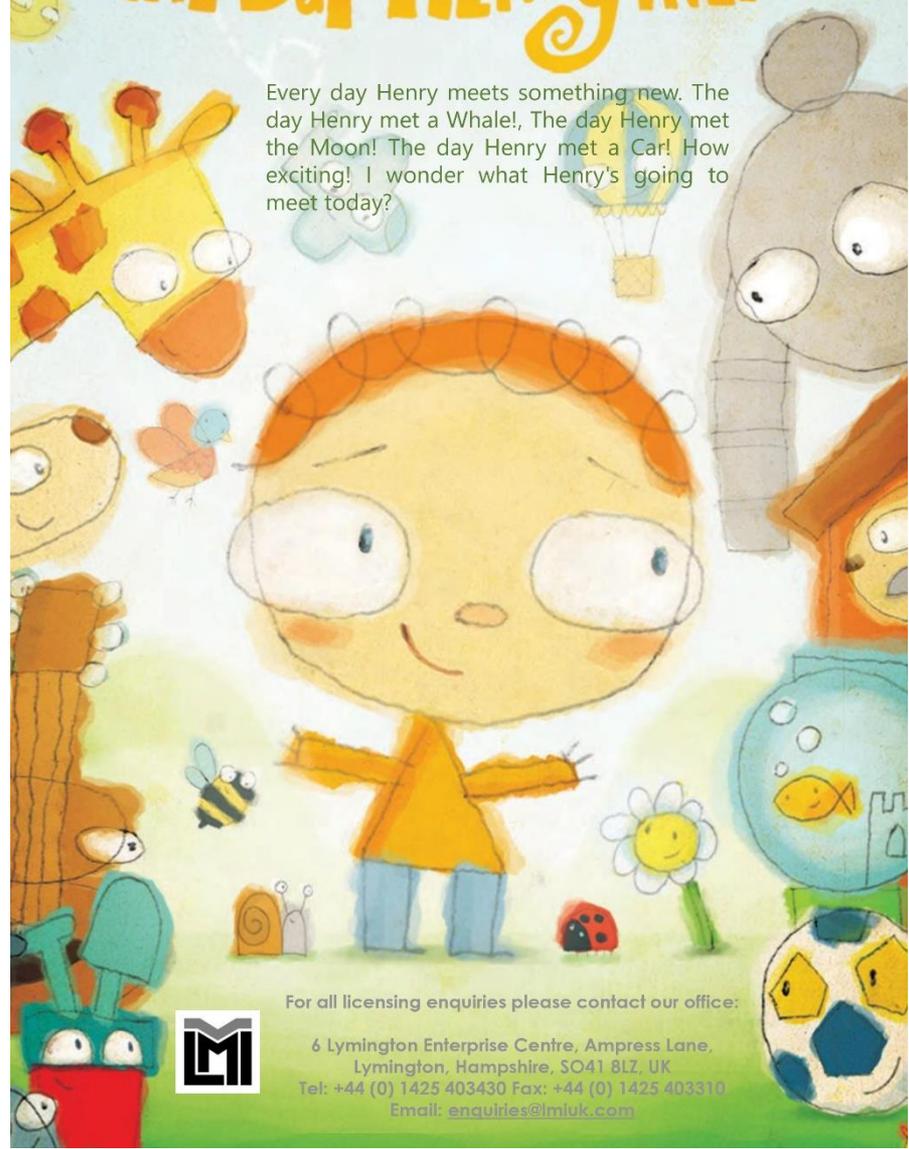
- 4.8/5 rating



a Wiggleywoo production

THE DAY HENRY MET...?

Every day Henry meets something new. The day Henry met a Whale!, The day Henry met the Moon! The day Henry met a Car! How exciting! I wonder what Henry's going to meet today?



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The Day Henry Met... is now on Milkshake!

4 seasons, each of 26 x 5'.

Premiered on RTE in Ireland and then on Nick Jr. in 178 countries as well as moving to Free TV and SVOD.

Channel 5's Milkshake! has now become the exclusive UK Free-to-air home for Wiggleywoo's hit pre-school series, *The Day Henry Met...* The animated show premiered on the preschool block in December 2018, which is the number 1 commercial destination for Kids 4-6 years of age.



Free to TV broadcasters already on board include RAI in Italy, ABC in Australia, SVT in Sweden, YLE in Finland, TVO, TFO and Knowledge Network in Canada, TVP in Poland, Eesti in Estonia, LTV in Latvia and RUV in Iceland.

SVOD rights have been sold to Amazon, Svensk in Scandinavia, TFI in France, Telefonica in Spain, BT in Great Britain, Jetsen Huashi in China, Horng En Culture in Taiwan among others.



The O'Brien Press have published a picture book for **The Day Henry Met...** for the UK and Ireland with New Frontier in Australia and New Zealand. Busytime magazine are featuring two full pages for their pre-school readership of 32,000. Egmont Poland publish the magazine.

The Day Henry Met.. is distributed internationally by Monster Entertainment. The series continues to enjoy terrific ratings. For example, in Italy, **The Day Henry Met..** is ranked 5th among the most viewed programmes on free children's channels in the 13:00-18:00 time slot, with a 13.32% share of viewers aged 4-7. **The Day Henry Met..** is performing similarly to *Albero Azzurro* and *Peppa Pig* and has also received a morning timeslot on RAI YoYo.

The Porch Fairies[®]



May all your hopes and dreams come true

Anna's Art

See something new every time you look



The Porch Fairies' designs make people of all ages feel happy, safe and comfortable. A fairytale, enchanted World where anything is possible, fun and believable. Their hand painted, detailed work comes from the heart and features in a range of greetings cards for all occasions, illustrations and now in their first story book, "The Lost Date". From the small but mighty to the very grand, the characters, designs and their wonderful World are now available and are looking for exciting new starring roles!

Fenwick

SNAPE MALTINGS

JARROLD

Bentalls

FORTNUM & MASON

Royal Horticultural Society

WWT

heffers

a Blackwell bookshop



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BRICKLIVE®

BRICKLIVE®
ANIMAL PARADISE

BRICKLIVE®
OCEAN

BRICKLIVE®
BRICKOSAURS



WELCOME TO BRICKLIVE

BRICKLIVE prides itself on providing interactive content for shows, exhibitions, tours and events built around the creative ethos of the world's most popular construction toy. The brand celebrates the popularity and creativity of the brick, embracing fans of all ages and actively encouraging families to learn, build and play together.

Every BRICKLIVE experience is designed to provide a socially interactive and creative experience through physical play. BRICKLIVE achieves this limitless creative experience by bringing together industry leaders, professional builders and fans to showcase the latest innovations from across the globe which are enjoyed by, families, fans and friends.

BRICKLIVE is a true celebration of the brick and is proud to position itself in the heart of the fan community.

We bring together the best bits of all things Brick!

See overleaf for 2019 Schedule
For all licensing enquiries please contact our office:
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BRICKLIVE

ANIMAL PARADISE



BRICKLIVE

OCEAN



BRICKLIVE

BRICKOSAURS



BRICKLIVE

COUNTRY	EVENT	LOCATION	START DATE	END DATE
USA	BL Show	BRICKLIVE, Dallas, USA	26/01/2019	27/01/2019
UK	BL Zoo	The Great Brick Safari, Twycross Zoo, UK	20/10/2018	07/01/2019
UK	BL Zoo	The Great Brick Safari, RHS Wisley, UK	26/01/2019	03/03/2019
KOR	BL Centre	Antanti, South Korea	01/01/2019	31/12/2022
KOR	BL Centre	Fulong, South Korea	01/01/2019	06/01/2022
KOR	BL Centre	Shanghai Centre, South Korea	01/01/2019	06/01/2022
KOR	BL Centre	Hilton Gyeongju, South Korea	01/06/2018	31/12/2022
CHN	BL Centre	Hanwha Resort Geoje, China	01/06/2018	31/12/2022
KOR	BL Kids Café	Seoul, South Korea	01/01/2019	01/06/2022
CHN	BL Touring	Animal Paradise, Hainan, China	05/02/2019	28/02/2019
UK	BL Touring	Bricks Britannia, Canterbury, UK	09/02/2019	24/02/2019
UK	BL Touring	Bricktopolis, Basingstoke, UK	16/02/2019	28/03/2019
UK	Other Activities	Brick Pit, Mosaic & Models - Basingstoke, UK	19/02/2019	-
UK	BL Zoo	Big Cats, Chester, UK	13/02/2019	30/04/2019
UK	Other Activities	Make & Take Event, Touchwood Shopping Mall, Solihull, UK	15/02/2019	22/02/2019
UK	Other Activities	Make & Take Event Priory Meadow, Hastings, UK	18/02/2019	22/02/2019
UK	Other Activities	Make & Take Event, Wigan & Birchwood, UK	20/02/2019	21/02/2019
GER	BL Show	BRICKLIVE, Cologne, Germany	09/03/2019	30/06/2019
UK	Other Activities	LEGO Movie 2 Mosaic, Westfield, Stratford, UK	01/03/2019	02/03/2019
UK	BL Zoo	Brickosaurs, Marwell Zoo, UK	05/04/2019	01/09/2019
UK	BL Zoo	The Great Brick Safari, Whipsnade Zoo	06/04/2019	02/06/2019
MEX	BL Show	BRICKLIVE, Mexico City, Mexico	12/04/2019	02/06/2019
GER	BL Show	BRICKLIVE Force, Explorado, Duisburg, Germany	13/04/2019	31/08/2019
UK	BL Touring	Brick Kingdom, Livingston, Scotland, UK	06/04/2019	22/04/2019
UK	BL Touring	Civilisations, Kent and Sussex Railway, UK	06/04/2019	22/04/2019
UK	BL Touring	Outer Space, Basingstoke Mall, UK	13/04/2019	23/04/2019
UK	Other Activities	Easter Make & Take Event, Northampton, UK	10/04/2019	-
UK	Other Activities	Mosaic Easter Event, Stevenage Borough Council, Stevenage, UK	12/04/2019	13/04/2019
UK	Other Activities	Make & Take Event, Touchwood Shopping Centre Solihull, UK	19/04/2019	-
UK	Other Activities	Make & Take Event, Mell Square Shopping Centre, Solihull, UK	20/04/2019	-
USA	BL Zoo	Animal Kingdom, Brookfield Zoo, USA	11/05/2019	29/09/2019
UK	Other Activities	Brick Pit, Midland Railway, Butterley, UK	25/05/2019	03/06/2019
UK	BL Touring	BRICKLIVE Ocean, UK	06/06/2019	08/09/2019
UK	BL Zoo	Great Brick Safari, Woburn Safari Park, UK	15/06/2019	14/07/2019
CHN	Other Activities	Exhibition, New Yansha Mall, Beijing, China	16/06/2019	-
UK	BL Touring	Outer Space, Paisley, UK	29/06/2019	13/08/2019
GER	BL Touring	Brickosaurs, Odysseum, Cologne, Germany	03/10/2019	06/01/2020
CHN	BL Show	BRICKLIVE, Geneva, Switzerland	18/10/2019	27/10/2019
UK	BL Show	BRICKLIVE, Birmingham, NEC, UK	31/10/2019	03/11/2019
MON	BL Show	BRICKLIVE Christmas Show, Monaco	21/12/2019	05/01/2020
CHN	Other Activities	Exhibition, New Yansha Mall, Beijing, China	16/06/2019	-
BEL	BL Show	Tours and Taxis Exhibition & Trade Centre, Brussels, Belgium	25/10/2019	03/11/2019

MORE SHOWS AND DATES TO BE ANNOUNCED SOON!

Bricklivegroup.com / Livecompanygroup.com

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References

Michelle Minieri, President, Bradford Licensing Associates (Master Agents for GAME OF THRONES)

We handle the European licensing for GAME OF THRONES for this Company which holds the international Rights to this Brand

Tel: 001 973-509-0200

Email : MichelleM@bradfordlicensing.com

John Yea, President, British Motor Heritage (represented by LMI on a worldwide basis)

We handle the licensing Rights worldwide for a number of classic British motor Marques including MG, AUSTIN, MORRIS, TRIUMPH, AUSTIN-HEALEY, WOLSELEY and other heritage marques

Tel: +44(0)1993 707208

Email: john.yea@bmh-ltd.com

TESTIMONIAL

Robert Pokress International space Archives LLC

LMI has done a sensational job in developing a global licensing program for our company based on the millions of amazing (and historic) space mission photographs, artwork and the hundreds of space mission patch image files that we own and archive in our InternationalSpaceArchives.com collection. Not only did LMI initiate our licensing programme on a worldwide basis and have expanded it considerably in the run-up to the 50th anniversary of the historic NASA manned moon landing in July, 2019 but they do a superb job of administering the licensing contracts on our behalf.

There are also a number of testimonials from our existing Clients on our website www.lmiuk.com

