

The Licensing Group Company Profile & Danny Simon CV

Established in 1992, The Licensing Group (“TLG”) is a full service, international licensing and merchandising agency specializing in the licensing representation of entertainment, lifestyle and corporate properties. The company develops comprehensive licensing programs for the properties it represents worldwide, in addition to representing manufacturers with the acquisition of licenses, and providing licensing consulting services on a domestic and international basis.

TLG President and CEO Danny Simon is well known as one of the industry’s premier innovators and foreign licensing experts. Under his leadership TLG has become a leader in the entertainment licensing industry, and has represented a number of major production companies and feature films: Carolco Pictures / StudioCanal Image S.A., producer and owner of such blockbusters as TERMINATOR 2: JUDGMENT DAY, TOTAL RECALL, and the RAMBO series of films; James Cameron’s production company Lightstorm Entertainment; Edward Pressman Films for the hit gothic-horror release, THE CROW; Gail Ann Hurd’s Pacific Western/Valhalla Motion Pictures for NO ESCAPE and Nu Image / Millennium Entertainment producers of the continuing RAMBO saga, RAMBO 4, and RAMBO 5.

TLG is also active in the representation of television and video games. The company has represented such television shows as the international hit BAYWATCH, Studios USA for its popular LAW & ORDER series, Rysher Entertainment, producers of NASH BRIDGES, OZ, LIFESTYLES OF THE RICH AND FAMOUS. The category of video games, TLG has represented Midway Games, including their game MORTAL KOMBAT, for which Simon also served as the executive producer for this blockbuster film.

The company has considerable expertise in representing licensing programs that fall into the lifestyle and personality categories. TLG been appointed as licensing agent for properties including: ABBEY ROAD STUDIOS, United States Secret Service Uniformed Division Benefit Fund’s AMERICA’S LEGACY licensing program, COUNTY OF LOS ANGELES, GOLDS GYM, LIFE IN HELL (created by Matt “The Simpsons” Groening), LONDON UNDERGROUND, RMS TITANIC, WORLD GYM and the Los Angeles Police Department. The company has also represented the licensing rights for Hollywood celebrities ARNOLD SCHWARZENEGGER, SYLVESTER STALLONE and DAVID HASSELHOFF.

Currently, TLG’s roster of clients include the following: photorealism painter ANDREA ALVIN, comic book publisher BLUEWATER PRODUCTIONS, world renown car photographer Lucinda Lewis’ CAR CULTURE, the internationally popular dance troupe JABBAWOCKEEZ, the quirky collection of characters known as the KRITZELS, the children’s character PURPLE TURTLE, contemporary Americana property THE AMERICAN COLLECTION, internationally eminent design firm of Selbert Perkins Designs for their brands FLIGHT PATTERNS, HEART GIRL and MALIBU LIFE, and the Los Angeles Police Department, better known as the LAPD.

TLG has earned worldwide respect for its ability to build and manage a wide range of successful licensing programs, many of which have been conducted on a global basis. The company has also been selected by both domestic and international companies and government entities to provide licensing consulting services, including the Hong Kong Trade Development Council, and Bollywood’s premier film studio, Yash Raj Films.

With over 30 years of experience in licensing, Danny Simon is a recognized expert in domestic and international licensing. Danny is responsible for the development of a number of highly successful licensing programs and numerous innovations in the licensing industry.

Danny’s began his licensing career by developing Lorimar’s licensing department, then the largest supplier of prime time television. After leaving Lorimar Danny went to Twentieth Century Fox licensing, which he eventually headed up. From Fox, Danny joined Carolco Pictures to establish and operate Carolco Licensing. In 1992, Danny started his own independent licensing agency, TLG, with its first client being Carolco Pictures.

In addition to his corporate licensing positions, Danny is a founding member and past president of the licensing industry's trade organization, the International Licensing Industry and Merchandisers' Association (LIMA) in which he remains active. In addition to co-developing and operating LIMA's continuing education program, Certificate of Licensing Studies, for over 18 years Danny taught a college level course on licensing as part of the UCLA Entertainment Studies Extension program, in addition to lecturing on the subject at the University of Denver and at New York University. He has conducted seminars on the subject of licensing throughout the world including: Bangkok, Beijing, Cairo, Dubai, Hong Kong, London, Mexico City, Moscow, Munich, Nice, Paris, Sao Paulo, Seoul, Shanghai, Singapore, Sydney, Tokyo, Toronto, Vancouver and in many cities in the United States. Danny has also provided expert witness services on behalf of studios, networks and rights holders in more than 20 licensing related cases.

Danny has also co-authored three seminal books on licensing, *The Basics Of Licensing*, *The Basics Of Licensing: Licensee Edition* and *The Basics Of Licensing: International Edition*. Well received, the *Basics Of Licensing* books are endorsed and promoted by LIMA.