

License! Global Top 35 Global Licensing Agents

Rank	Agency	Retail Sales*	Key Clients/Brands
1	IMG	\$8.3B	Collegiate Licensing, PGA Tour, Arnold Palmer, ESPN, Wimbledon, MLB International, Norman Rockwell, Ferrari, GNC, Goodyear Tire and Rubber, Richard Petty, Volkswagen, Yamaha, Royal Armed Forces, Sergio Tacchini, Playboy, Salt Life, STP, Armor All, X-Games, Vail Resorts, Jarritos, Muhammad Ali, Coach John Wooden, Elisabeth Hasselbeck, Ryder Cup, Louisville Slugger, Kentucky Derby, Rolling Stone, French Bull, Le Mans, Randy McGovern, Pro Football Retired Players, NASH, Def Jam and Pocoyo.
2	LMCA	\$6.49B	AgfaPhoto, Black Flag, Frigidaire, Mack Trucks, Melitta, Roto-Rooter, Westinghouse, AT&T, Craftsman, DieHard, Eastman Kodak, Forbes, Kenmore, Lenovo, Boston Museum of Fine Arts, New York Philharmonic, PepsiCo International, Snuggle, Uniden and Winchester.
3	Equity Management	\$5.7B	General Motors, Reynolds Consumer Products (Hefty), Kawasaki, La-Z-Boy, Nissan, Goodyear Tire and Rubber Company, Dial Corp., Textron, Bell & Cessna, French's, Frank's RedHot, American Airlines, Dr Pepper Snapple Group, Freightliner, Torani and Whirlpool/Maytag.
4	The Beanstalk Group	\$5B	Acura, Airheads, AT&T, Carmindy, Chewits, Chiquita, Coppertone, Doodle Jump, Energizer/Eveready, Eureka, Fender, Frigidaire, Got Milk?, Grill Mates, Hertz, HGTV Home, Honda, Honda Powersports, Jack Daniel's, Jaguar, La Tasca, Land Rover, Matthew Williamson, Mindy Weiss, MovieStarPlanet, My Singing Monsters, Old Bay, Paris Hilton, Pennzoil/Quaker State, Procter & Gamble, Rosa Mexicano, Salma Hayek, Slim Jim, Snob Essentials, Stanley Black & Decker, Subaru, TGI Fridays, The Beetnuks, The Hummingbird Bakery, U.S. Army, Volvo, Wilton and Wolfgang Puck.
5	The Licensing Company	\$4.1B	Iconix, The Hershey Company, Chrysler Brands, Anheuser-Busch, Mercedes-Benz, Coca-Cola, Jelly Belly, Reckitt Benckiser, Welch's, Skechers, Pernod Ricard, National Trust, Little Tikes and Magic Light Pictures.
6	Global Icons	\$3.9B	BMW, Buck Knives, Dairy Queen, Ford, Hollywood, Humvee, Jarden Consumer Solutions (Crock-Pot, Mr. Coffee, Oster and Sunbeam), Lincoln, Little Giraffe, Mini, Motorola, Mrs. Fields and Pop Secret.
7	Brand Central Group	\$2.1B	Dr. Pepper Snapple Group, Krispy Kreme, Chef Dominique Ansel/Cronut, Miraval Resort & Spa, Gaiam, Dr. Andrew Weil, Apartment Therapy, Cupcakes and Cashmere, Dwell Magazine, Petit Tresor, Baby First, Jarden (Coleman, K2, Adio, Marmot, Rawlings, Berkley and First Alert), The Fred Rogers Company, Mark Burnett Productions (Are You Smarter than a 5th Grader?), The Chew and MasterChef.
8	The Joester Loria Group	\$1.8B	The Kellogg Company (all cereal brands, Pop Tarts, Cheez-It and Pringles), Entenmann's, Pepsi beverage brands (Mountain Dew, Aquafina, Pepsi, Amp and SoBe), Clorox, Waste Management, Hearst Corporation's Car and Driver and Popular Mechanics, Proximo Spirits (Jose Cuervo), Chef Fabio Viviani, Kathy Ireland, Oxford University, The World of Eric Carle (The Very Hungry Caterpillar), The Hive, The Annoying Orange and Smosh.
9	CPLG	\$1.75B	Twentieth Century Fox Consumer Products (The Simpsons and Ice Age), Activision (Skylanders and Call of Duty), Universal (Despicable Me), Sesame Street, St Andrews Links, Ubisoft (Rabbids) and MGM (Pink Panther).
10	Exim	\$1.7B	American Greetings, Discovery, DreamWorks, HIT, Nelvana, Peanuts and Sanrio.
11	Creative Artists Agency	\$1.48B	Bob Marley Estate, Skinnygirl, Misson, Marchesa, Shaun White, Katy Perry, Drew Barrymore, Gordon Ramsay, Rachel Zoe, Novogratz, Cristiano Ronaldo, Eva Longoria, Kelly Ripa, Lisa Vanderpump and Nicola Formichetti.
12	P&L Global Network	\$1.43B	Paramount Pictures (classics and new releases), PlayStation and IP Games, Sanrio Hello Kitty, Garfield, Kimmidoll Collection, Love and Junior, Filly, Zombie Zity, Chuggington, Fox, BabyTV, Paul Frank, Tokidoki, Donald Trump Signature Collection, Donald Trump Home, Versace 19.69 Abbigliamento Sportivo, Harvard, UCLA, Jeep, Li & Fung TLC, Royal County of Berkshire Polo Club, David&Goliath and Fox Utilisima.
13	Redibra	\$1.31B	Coca-Cola, Fox, Paul Frank, Pac-Man, Tree Fu Tom, Andy Warhol, Capricho, Galinha Pintadinha and Peixonauta.
14	Brand Sense Partners	\$1.3B	Dodge and Hamilton Beach.

***Editor's Note:** Worldwide retail sales (B = billion, M = million) of licensed products are based on 2013 as reported by License! Global in May 2014. The figures were reported directly by each brand licensing agency unless otherwise noted and are deemed accurate. Only companies that provided retail sales data are considered for inclusion. Some contractual agreements for representation may have changed since the report was first published and may not be reflected in this report.

License! Global Top 35 Global Licensing Agents

Rank	Agency	Retail Sales*	Key Clients/Brands
15	Brandgenuity	\$1B	A&E (Duck Dynasty and Swamp People), Church & Dwight (Arm & Hammer, OxiClean, Xtra and Kaboom), MGM Studios (Pink Panther, Rocky, Robocop, Vikings and MGM library), FX Studios (Archer, It's Always Sunny in Philadelphia and The League), World Poker Tour, Energizer Personal Care, Winnebago, Pella, Rodgers & Hammerstein, Phantom of the Opera, Harlequin and Boppy.
16	Broad Street Licensing	\$1B	Playboy, Guinness, BIC USA, Steak 'n Shake Restaurants, O'Charley's Restaurants and Culinary Institute of America.
17	Performance Brands	\$1B	BMW, MINI, Ford, Nintendo, McLaren, Assassin's Creed, The University of Oxford, Crufts, The Kennel Club, Gulf, Pokemon and Ironman.
18	Tycoon	\$915M (E)**	Hit, Marvel, Sesame, Fox and WWE.
19	Plus Licens	\$900M (E)	National Hockey League, ZeptoLab (Cut the Rope), Skylanders, Paul Frank, Peanuts, Sesame and My Little Pony.
20	Brand Licensing Team	\$800M	The Coca-Cola Company, Hasbro, Hickory Farms, Fender Musical Instruments Corporation and Boys & Girls Clubs of America.
21	IMC	\$800M (E)	Rocky Mountain Chocolate Factory, Tabasco, Borghese and Dole.
22	Global Trade-mark Licensing	\$570M	BMW Group, Bentley, Daimler AG and Fiat Group.
23	Live Nation Merchandise	\$410M	AC/DC, Led Zeppelin, Nirvana, Kurt Cobain, David Bowie, Wu Tang Clan, Deadmau5, Deadmau5/Space Invaders, Outkast, Sex Pistols, Sublime, The Clash, U2, Maroon 5, Ozzy Osbourne and Florida Georgia Line.
24	Bradford Licensing	\$400M (E)	NBA, Liverpool Football Club, Diamond Comics and PepsiCo International.
25	Seltzer Licensing Group	\$400M	Scotts Miracle-Gro, Unilever (ice cream) and Del Monte.
26	Striker Entertainment	\$400M	The Walking Dead, Candy Crush Saga, The Hunger Games: Mockingjay Part 1, Divergent, Ted 2, Chappie, Orphan Black, Orange is the New Black, Black Sails and It's Happy Bunny.
27	European Licensing Company	\$360M	Cartoon Network, DreamWorks, Fox, Rainbow, Warner Bros., FC Barcelona, Real Madrid, Juventus, Manchester United, AC Milan, Zenith and WWE.
28	Ink	\$350M	Smurfs, Masha & The Bear, Subway Surfers, Discovery Channel, Animal Planet, Versace 1969, Mia & Me, Miffy and Trash Pack.
29	The Wildflower Group	\$275M	Girl Scouts of the USA, Bombay, Rock and Roll Hall of Fame and Museum, Rapala, Goodnight Moon, Bunnies by the Bay and Raggedy Ann and Andy.
30	All American Licensing	\$265M	Mandalay Bay Hotel, MGM Grand, Bellagio Hotel, Jennifer Adams Home, Schleich Toys, Bellator MMA, Getty Museum, The Beatrix Girls, The American Outdoorsman, Professional Bull Riders, Cristina Saralegui, Chef Rick Moonen, Phil Keoghan, Kim Alexis, Belinda Carlisle, True Romance Magazine and Steven Colucci.
31	Biplano	\$265M	King Features, Sanrio, DreamWorks, The Smurfs, MGA, WWE, Nickelodeon, Matt Hatter and Vooz.
32	The Buffalo Works	\$261M	Jim Shore, Dan DiPaolo, Lorraine Vail, Just The Right Shoe, David Miller (Pozy Bears), Julie Browning Bova, Georges Monfils, Mary Fisher, Anne Groton and Julie Good-Kruger (Gnome Sweet Gnome).
33	Big Tent	\$195M	NHK (Domo), Discovery Consumer Products (Discovery Kids), NBC/Universal (The Biggest Loser), Sprout Channel, Mercis (Miffy) and Pixfusion.
34	The Valen Group	\$184M	IHOP, Rust-Oleum, Biltmore and Red Robin.
35	Evolution	\$150M	Miramax (film library), NBCUniversal (Hannibal), Bandai and Sync Beatz (Tamagotchi Life & Tamagotchi Friends), Metro Trains Melbourne (Dumb Ways to Die), Summertime Entertainment (Legends of Oz) and Cliccors.

*Retail sales are based on licensed merchandise worldwide for the brands each respective agency represents and are based on 2013. Each licensing agency submitted sales figures unless otherwise noted (E). Only some major clients/brands/properties are listed.

**Does not include Brazil, Argentina, Bolivia, Uruguay or Paraguay.