

LICENSE Weekly Recap

THE LICENSING INDUSTRY'S THOUGHT LEADER
LICENSMAG.COM GLOBAL

Primark to Feature 'Molang'

Poetic Brands' newest collection of branded apparel is now available exclusively at Primark.

EUROPE—Millimages has teamed up with Poetic Brands to debut a range of "Molang"-inspired apparel exclusively at Primark.

Licensing Link Europe, "Molang's" licensing agent, brokered the deal.

Poetic Brands' new womenswear range features two designs—a white t-shirt with a front and back print and a pink t-shirt with embroidery.

"It's great to see Poetic Brands developing this range as a fashion opportunity, as 'Molang' is very much a lifestyle brand," says Ian Wickham, director, Licensing Link Europe. "These t-shirts are incredibly cute and eye-catching, and Primark is the perfect partner to introduce them to the right audience by establishing first in ladies outerwear."

The "Molang" t-shirts are now available at Primark.



License Global - Weekly Recap
Online
26 March 2018
Circ: 40,000



Molang moves into Primark



Adult apparel featuring Molang's cute characters has landed at retail locations across the UK.

Molang licensed apparel in the form of adult tees from Poetic Brands is heading to Primark stores across the UK.

Created by a South Korean student Yoon Hye Ji, Molang – which means ‘super soft’ in Korean – is a happy, curious rabbit who lives with his friend, Piu Piu, a sensitive and shy little chick. The brand started on social media but soon became a global craze, leading to and an Emmy-nominated TV show that now screens every day on Cartoonito in the UK. The property also has a strong presence across social media and has a huge adult following.

The ladieswear items from Poetic Brands include a white T-shirt with a front and back print, and the pink T-shirt with embroidery detail.

“It's great to see Poetic Brands developing this range as a fashion opportunity, as Molang is very much a lifestyle brand,” said Ian Wickham at Licensing Link Europe, Molang's licensing agent. “These T-shirts are incredibly cute and eye-catching, and Primark is the perfect partner to introduce them to the right audience by establishing first in Ladies Outerwear.”

Elliott Matthews of Poetic Brands added: “Molang is a great design and is extremely popular, making the brand perfect for an apparel range. So we are very excited about the prospects for these T-shirts and are confident of a strong sales performance.”

Licensing.biz
Online Daily
23 March 2018
Circ: 22,000





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Mar 21, 2018 | By License Global

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License Global
Online Daily
21 March 2018
Circ: 40,000



LICENSE European Update

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LICENSEMAG.COM GLOBAL
Top News from EMEA

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License Global - European Update
Online Weekly
21 March 2018
Circ: 40,000



Primark backs Molang brand



Range of adult t-shirts from Poetic Brands now available in stores across the UK.

Primark has lent its support to the fast growing Molang property – with a range of adult t-shirts from Poetic Brands now available in stores across the UK.

The line features two different designs for ladies – a white tee with a front and back print, plus a pink tee with embroidery detail.

Elliott Matthews of Poetic Brands commented: “Molang is a great design and is extremely popular, making the brand perfect for an apparel range. We are very excited about the prospects for these t-shirts and are confident of a strong sales performance.”

Ian Wickham, director of Licensing Link Europe – the licensing agent for the Molang brand – added: “It’s great to see Poetic Brands developing this range as a fashion opportunity, as Molang is very much a lifestyle brand.

“These t-shirts are incredibly cute and eye-catching, and Primark is the perfect partner to introduce them to the right audience by establishing first in ladies outerwear.”

LicensingSource.net
Online Daily
21 March 2018
Circ: 10,000



TOTAL LICENSING REPORT

Molang Moves Into Primark



Licensed apparel firm Poetic Brands has announced that its range of adult Ts based on the Molang brand is now available at Primark stores across the UK.

Created by a South Korean student Yoon Hye Ji, Molang – which means 'super soft' in Korean – is a happy, curious rabbit who lives with his friend, Piu Piu, a sensitive and shy little

chick. The brand started on social media but soon became a global craze, leading to and an Emmy-nominated TV show that now screens every day on Cartoonito in the UK. The property also has a strong presence across social media and has a huge adult following.

The Poetic Brands Molang range features two different ladiesware designs - a white T-shirt with a front and back print, and the pink T-shirt with embroidery detail.

Total Licensing Report
Online Weekly
21 March 2018
Circ: 100,000



LICENSING SOURCE BOOK EUROPE

Licensing Expo Special Edition

Summer 2018

GOING GLOBAL



Licensing already has a firm global footprint, but with the growth of platforms such as YouTube and social media, there isn't any country that a property feasibly can't reach. LSB highlights five brands from different territories and sectors of the licensing business which are busy making an impact on UK consumers.

Licensing Source Book Europe
Print & Online
Summer 2018
Circ: 20,000 (Print)

Below: Molang has already attracted a strong raft of early adopter licensees in the UK last year.

SOUTH KOREA: SPREADING HAPPINESS

Korean artist Hye-Ji Yoon created Kawaii characters Molang and Piu Piu in 2010 for her personal blog, but that was just the start.



Molang and Piu Piu quickly gained awareness in Asia starring on instant messaging platforms such as **Kakaotalk** and **Wechat**, thanks to free stickers and emoticons.

French animation studio **Millimages** created a series of

non-verbal TV episodes - which aim to explore Molang and Piu Piu's everyday life and highlight the DNA of what the brand is all about: happiness, friendship and mutual respect.

Licensing Link Europe is handling the consumer products programme for the brand in the UK, with licensees on board including **TOMY** (master toy), **Aykroyds**, **TDP Textiles**, **Roy Lowe & Sons**, **Smith & Brooks**, **Fashion UK/Global Licensing**, **Danilo**, **Hype Associates**, **Blueprint**, **Kennedy Publishing**, **DJ Murphy**, **Click Distribution** and **Whitehouse Leisure**.

"We have a number of retailers who have just started to range - **Primark**, **George at Asda**, **Hamleys**, **Harrods** and independents have been the first to go, with more stores ranging Molang for this forthcoming autumn/winter season," explains director Ian Wickham. "We are very excited with the potential and how positively Molang has been received."

The aim for the end of 2018 is to make sure that consumers are fully aware of Molang as a property, with the early adopter retailers experiencing positive sales as a platform for growth for 2019, says Ian. By the end of 2019, there will also be 208 x 3'30" episodes, as well as three longer format specials, while a strong digital offer across all key social sites has been developed.



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LICENSING LINK COMES OUT WITH NAMES OF TWO NEW LICENSEES FOR ITS ANIMATED SERIES MOLANG



UK brand extension and strategy agency Licensing Link has announced the names of two new licensees for the cuddly, funny, kind-hearted rabbit Molang whose animated series is a massive online and TV hit.

They are Blueprint Collections, a leading supplier of innovative licensed stationery, bags and accessories and Roy Lowe & Sons, a leading sock supplier, specialising in both technical and licensed character socks. Licensing Link manages licensing for the Molang brand in the UK on behalf of worldwide licensor Millimages.





LICENSING LINK COMES OUT WITH NAMES OF TWO NEW LICENSEES FOR ITS ANIMATED SERIES MOLANG

Chris Today, Director of Licensing Link says, "Molang is a winning property on every level with a memorable look and style that lends itself perfectly to licensed output. We're extremely pleased to welcome Roy Lowe and Blueprint Collections to the growing Molang licensee family."

Blueprint will be launching a range of bags, stationery and gifting items, including beakers, novelty backpacks, pencil cases, pens, mirrors, storage tubs, beakers and more all illustrated with pictures of a happy smiling Molang, on his own or with his best friend Piu Piu, a little chick. The range will be available at retail from spring 2018. It will be sold at high street stores, supermarkets, stationery shops and bookshops.

On the other hand, Roy Lowe & Sons is launching a range of Molang socks not just for his many pre-school fans but for the large number of men and women who love his funny, upbeat, carefree and caring approach to life.

Molang first came to the world's attention on the personal blog of Korean illustrator Hye-Ji Yoon, quickly becoming popular through instant messaging apps.

French animation and production studio Millimages then gave Molang his own TV show which is strongly based on visual humour. To date, 104 three-and-a-half-minute episodes have been made.

Although the core market for Molang's shows and licensed output is pre-school and teen, this delightful character and the values he embodies have a universal appeal.

Licensing Corner
Online Daily
16 May 2017
Circ: 60,000



LICENSING SOURCE BOOK EUROPE

SPRING 2017

TOY FAIR ACTION

Toy stories



It's January, which means it's time for the licensing industry to pack its collective bags for the annual toy fair merry-go-round. Both London Toy Fair and Spielwarenmesse in Nuremberg are vitally important for showcasing new licensed product to the trade and retail, with many being seen for the first time. LSB catches up with some of the exhibitors to find out what they have planned.

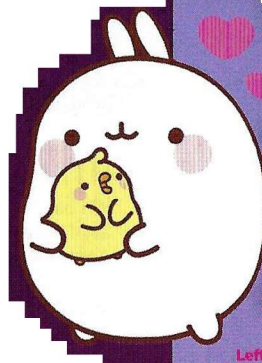
TOMY readies new licences

TOMY will be using London Toy Fair (Gallery 520) as a platform to unveil a number of new properties, including plush for CBeebies' Kazoos and the hotly tipped Kawaii brand Molang from Millimages.

TOMY signed a pan-European and Australian master toy licence for Molang with UK agent Licensing Link at the end of last year. Known as the 'happiness property', Molang arrived on TV screens in May 2016 with a series of three and a half minute animations. TOMY's new range - launching in June - will include basic and feature plush toys that encourage role-play activity and emotional connections to Molang, as well as premium super soft plush.

Meanwhile, following record breaking sales driven by the success of Pokémon Go and the launch of new games Sun and Moon, TOMY will continue to expand its Pokémon range with a line of collectables.

Left: TOMY's Molang toy range will launch in June.



Licensing Source Book Europe
Print & Online versions
Spring 2017
Circ: 22,000



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LICENSING SOURCE BOOK EUROPE

SPRING 2017

STATE OF THE NATION: CORPORATE

The buzz of the biz

We may have only just started a New Year, but the licensing business is already shaping up to make 2017 another cracker. From new companies opening their doors through to evergreen brands breaking records, the year is off to a strong start. LSB takes a look at some of the latest happenings.

Molang momentum builds

Licensing Link has brokered a brace of deals for fast growing Kawaii brand, Molang.

TOMY UK has signed a pan-European and Australian master toy licence. First products to market will be a range of plush and collectable characters in spring/summer 2017, followed by figures and play-sets in autumn/winter 2017.

In addition, **Aykroyds and TDP Textiles** is on board for nightwear and underwear for children and adults with products launching from spring 2017.

Inset: Millimages' Molang is starting to build in licensing.



Licensing Source Book Europe
Print & Online versions
Spring 2017
Circ: 22,000



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Licensing Link Secures 'Molang' Licensees

Millimages has partnered with two new licensees—Blueprint Collections and Roy Lowe & Sons—to debut new products based on the “Molang” animated series.

Licensing Link, the brand’s U.K. licensing agent, brokered the deals.

First, Blueprint Collections has signed on to launch a range of bags, stationery and gifting ideas—including beakers, novelty backpacks, pencil cases, mirrors, storage tubs and more. The new line will be available next spring at high street retailers, supermarkets, stationery shops and bookshops.

Meanwhile, Roy Lowe & Sons will debut a range of “Molang” socks for children and adults. The collection will debut at retail later this year at apparel shops, specialty shops and gift shops.

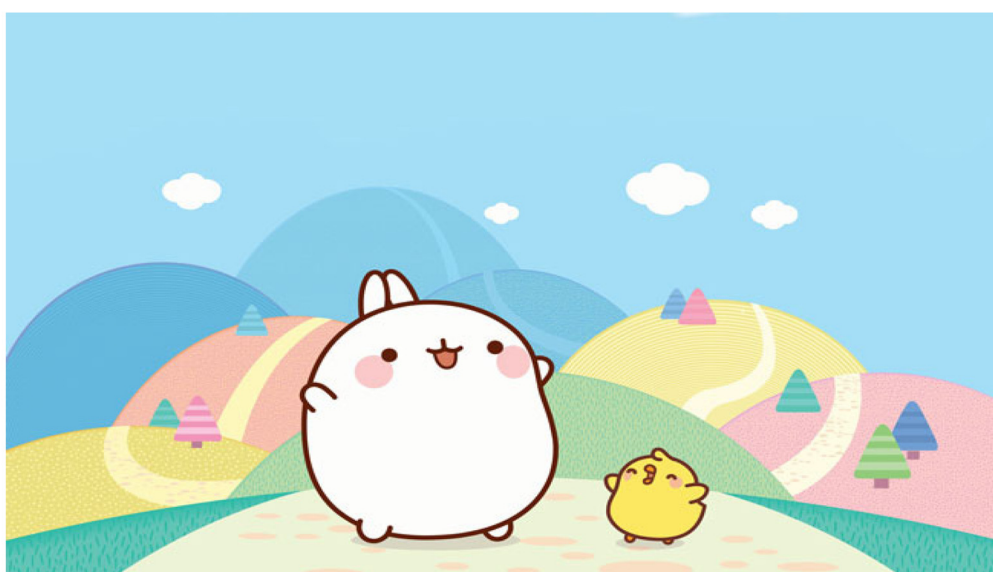


License Global Weekly - Euro update
Online
17 May 2017
Circ: 40,000



Molang joins Blueprint

Cuddly rabbit set to appear on bags, stationery and gifting items



LICENSING Link have announced two new licences for the Molang brand, taking the cuddly, funny, kind-hearted rabbit on to stationery, bags, accessories and socks.

Blueprint Collections will be launching a range of bags, stationery and gifting items, including beakers, novelty backpacks, pencil cases, pens, mirrors, storage tubs, beakers and more.

All will be illustrated with pictures of a happy smiling Molang, on his own or with his best friend Piu Piu, a little chick, and the range will be available at retail from spring 2018.

Roy Lowe & Sons are launching a range of Molang socks both for his many preschool fans and for the large number of men and women who love the rabbit's funny, upbeat, carefree and caring approach to life.

Molang first came to the world's attention on the personal blog of Korean illustrator Hye-Ji Yoon, quickly becoming popular through instant messaging apps. French animation and production studio Millimages then gave Molang his own TV show, which is strongly based on visual humour as the rabbit and his friends speak a language entirely of their own. TV exposure today extends to more than 200 countries worldwide, with high ratings in France, the US and the UK, enormous success on YouTube and apps, and a massive social media presence.

Blueprint MD Lisa Shand said: "This simply designed but incredibly charming character is a perfect source of memorable imagery for our output of stationery, bags and accessories."

Chris Taday, Director of Licensing Link, added: "Molang is a winning property on every level with a memorable look and style that lends itself perfectly to licensed output. We're extremely pleased to welcome Roy Lowe and Blueprint Collections to the growing Molang licensee family."



LIC**©**ENSE GLOBAL

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**License Global Daily
Online
16 May 2017
Circ: 40,000**



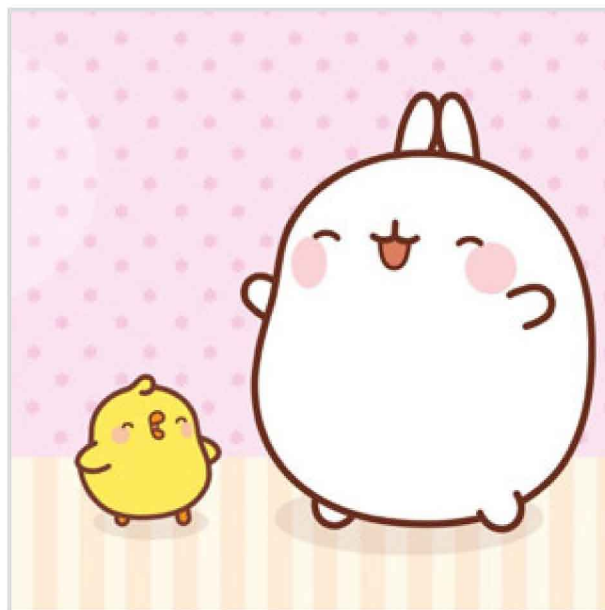
Molang bags new licensees

Blueprint Collections and Roy Lowe & Sons come on board in deals brokered by Licensing Link

Licensing Link, which manages licensing for the Molang brand in the UK on behalf of worldwide licensor Millimages, has announced two new licenses for the cuddly, animated rabbit.

The new deals are with Blueprint Collections, a leading supplier of innovative licensed stationery, bags and accessories, and Roy Lowe & Sons, a leading sock supplier, specialising in both technical and licensed character socks.

Chris Taday, Director of Licensing Link, said: "Molang is a winning property on every level with a memorable look and style that lends itself perfectly to licensed output. We're extremely pleased to welcome Roy Lowe and Blueprint Collections to the growing Molang licensee family."



Blueprint will be launching a range of bags, stationery and gifting items, including beakers, novelty backpacks, pencil cases, pens, mirrors, storage tubs, beakers and more, all illustrated with pictures of a happy smiling Molang, on his own or with his best friend Piu Piu, a little chick. The range will be available at retail from spring 2018. It will be sold at high street stores, supermarkets, stationery shops and bookshops.

Lisa Shand, Managing Director, Blueprint, said: "This simply designed but incredibly charming character is a perfect source of memorable imagery for our output of stationery, bags and accessories."

Roy Lowe & Sons is launching a range of Molang socks — not just for his many preschool fans but for the large number of men and women who love Molang's funny, upbeat, carefree and caring approach to life. Again, the friendly and adventurous rabbit and his little friend will star in the designs. The Roy Lowe range for children and adults will launch at retail later this year at clothes shops, speciality shops and gift shops.

"You couldn't find an image more likely to cheer you up as you put on your socks in the morning than Molang," said Ben Lowe, Account Manager, Roy Lowe & Sons. "This property will, we are sure, have a strong appeal to consumers of all ages."

Licensing Today Worldwide
Online Daily
16 May 2017
Circ: 5,962



LICENSINGSOURCE.net

Licensing Link adds licensee brace for Molang



LicensingSource.net
Online Daily
15 May 2017
Circ: 10,000

Blueprint Collections and Roy Lowe & Sons join programme for fast growing brand.

The licensing programme for the fast growing Molang brand has been bolstered with the addition of a further two partners.

Licensing Link – which is managing the brand in the UK on behalf of worldwide licensor Millimages – has confirmed Blueprint Collections and Roy Lowe & Sons are now on board.

Blueprint will be launching a range of bags, stationery and gifting items, including beakers, novelty backpacks, pencil cases, pens, mirrors, storage tubs, beakers and more, all illustrated with pictures of Molang, on his own or with his best friend Piu Piu, a little chick.

The range will be available at retail from spring 2018.

Meanwhile, Roy Lowe & Sons will create a range of socks for children and adults, due to hit retail later this year.

The duo join TOMY UK, Aykroyds and TDP Textiles which are on board for master toy and night-wear and underwear respectively.

Lisa Shand, md at Blueprint, said: “This simply designed but incredibly charming character is a perfect source of memorable imagery for our output of stationery, bags and accessories.”

Ben Lowe, account manager at Roy Lowe & Sons, added: “You couldn’t find an image more likely to cheer you up as you put on your socks in the morning than Molang. This property will, we are sure, have a strong appeal to consumers of all ages.”

Chris Taday, director of Licensing Link, continued: “Molang is a winning property on every level with a memorable look and style that lends itself perfectly to licensed output.

“We’re extremely pleased to welcome Roy Lowe and Blueprint Collections to the growing Molang licensee family.”



Molang takes flight at Paris airports



Property secures new partnership with Charles de Gaulle and Orly until April 2018.

The fast growing Molang brand is bringing its messages of friendship and happiness to two airports in Paris.

A 14-month initiative will see the Millimage property – which is represented in the UK and Ireland by Licensing Link – take over the children's areas at Charles de Gaulle and Orly airports.

Running until late April 2018, the children's play areas will show specially selected Molang episodes throughout each day. In addition, children will also get the chance to play and explore the Molang app on a number of iPad stands.

"This partnership will give the Molang property huge exposure to the millions of international passengers who pass through Charles de Gaulle and Orly airports each day," said Ian Wickham, director of Licensing Link.

"This further underlines the potential of Molang and we're really excited for its future."

LicensingSource.net
Online Daily
30 March 2017
Circ: 10,000



News snapshot: what you might have missed

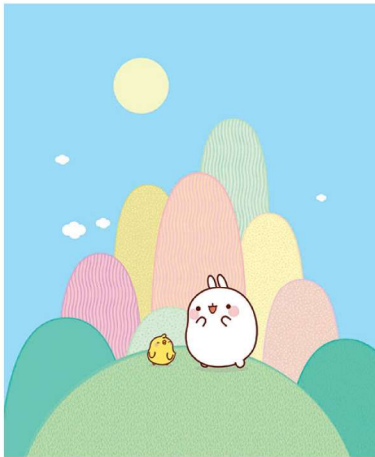
TOMY will be unveiling its new master toy range for the **Molang** property at UK Toy Fair next week. The collection will include basic and feature plush, as well as premium super soft plush made from elastic Softboa. **Licensing Link** handles the licensing programme for Molang in the UK.

Licensing Source.net
Online Daily
20 January 2017
Circ: 10,000



REAL *Deal*

New Licensees for Molang



Millimages, producer of the *Molang* television series, announced that it has signed Jazwares as the master toy licensee for North America and Latin America. Tomy has been signed as master toy licensee for Europe, Australia, and New Zealand. Other first-wave partners in North America include Children's Apparel Network for master apparel; Berkshire Fashions for winter and rain wear, caps, and accessories; Komar for girls' sleepwear; Intimo for underwear; Jay Franco is master licensee for bed and bath, linen, and beach products; Riley Blake for fabric and fabric craft kits; and Accessory Innovations for bags, lunch totes, and luggage. Additional key categories are in negotiation.

In addition to Tomy, other first wave partners in Europe include Aykroyds & TDP textile for nightwear and underwear, Flammarion Jeunesse for publishing, and more.

Millimages' newly appointed merchandise licensing agents include Licensing Works! for North America, Licensing Link for the UK, O + Media for Russia and CIS, Word of Web for Scandinavia and Poland, and Mediogen in Israel.

Sold to over 150 countries worldwide, *Molang* is broadcast in the U.S. on Disney Junior and on the Disney Junior block of the Disney Channel.

aNb Media, Inc. - Real Deal
Online Daily
30 November 2016
Circ: 8,500



Molang grows global reach with new licensing agents



The property is growing its licensing activity across the US, UK, Russia, Scandinavia and Israel.

The children's animated series Molang is growing its international reach thanks to a swathe of new global licensing partners.

Developed by Millimages and based on popular characters from Hye-Ji Yoon, Molang – also known as The Happiness Series – is eyeing growth across a number of product categories in the US, Russia, Scandinavia and Israel.

Among the new licensing agents secured by Millimages is Licensing Works for North America, Licensing Link for the UK, O+Media for Russia and CIS, Word of Web for Scandinavia and Poland and Mediogen for Israel.

The new signings will now look to develop licensing programmes for Molang, adding to the stable of big name signings the property already enjoys.

Current first wave partners already include master toy lines from Jazwares and Tomy, Children's Apparel Network for master apparel, Berkshire Fashions for winter and rain wear, Komar for sleepwear, Intimo for underwear, Jay Franco for bed and bath and Riley Blake for fabric and craft kits.

Molang has now been sold to over 150 countries and currently broadcasts on Disney Junior and on the Disney Junior block of the Disney Channel in the US.

A second season of the hit animated series is now in production.

Licensing.biz
Online Daily
23 November 2016
Circ: 22,000



The **#LicensingShow** Daily

Licensing Link signs TOMY UK among raft of partners for Molang

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licensing.biz - The partnership arrives as part of a raft of deals secured for the popular Kawaii brand from Millimages that also includes the likes of Aykroyds and TDP Textiles. Brand licensing agency Licensing L...

The #Licensing Show Daily
Online
3 November 2016
Circ: tbc
(Taken from Licensing.biz 2.11.16)



aNb Media, Inc.

REAL *Deal*

New Deals for Molang



Licensing Link has brokered deals for Millimages' brand Molang. TOMY UK has been signed as the Pan-European and Australian master toy licensee. A line of plush and collectible characters are expected at retail in spring/summer 2017, followed by figures and playsets in fall 2017.

Aykroyds and TDP Textiles are both on board for nightwear and underwear for children and adults with products launching in spring 2017.

In addition, Molang also has a range of iMessage emojis, which are available from the App Store for iOS 10, with Android due to launch later this year.

Born from a Korean emoji, Molang, which means "super soft" in Korean, is a happy, curious rabbit who lives with his friend, Piu Piu, a sensitive and shy little chick. The TV show is produced by French animation house, Millimages airs on Cartoonito three times a day and has six social media platforms.

aNb Media, Inc. - Real Deal
Online Online
2 November 2016
Circ: 8,500



TOMY UK named European master toy partner for Molang



The partnership arrives as part of a raft of deals secured for the popular Kawaii brand from Millimages that also includes the likes of Aykroyds and TDP Textiles.

Brand licensing agency Licensing Link has named TOMY UK as its pan-European and Australian master toy partner for its growing children's property, Molang.

The partnership arrives as part of a raft of deals secured for the popular Kawaii brand from Millimages that also includes the likes of Aykroyds and TDP Textiles.

The first products from TOMY to hit shelves will be a range of plush and collectable characters in spring/summer 2017, followed by figures and play-sets in autumn/winter 2017.

In addition, Aykroyds and TDP Textiles is on board for nightwear and underwear for children and adults with products launching from spring 2017.

Mark Foster, executive vice president at TOMY Europe, said: "We at TOMY are delighted to be European and Australian master toy partner for Molang.

"When Millimages first shared Molang with us, we immediately fell in love with the property's loveable characters and core values of happiness and friendship. This inspiring collaboration has sparked a fantastic toy collection ranging from plush to play-sets designed to bring the magic of Molang to life for children across Europe.

"With TOMY's strength in the preschool category and commitment to similar values, Molang is a perfect addition to our licensed portfolio. We look forward to unveiling the range at both London and Nuremberg Toy Fair in the New Year, and bringing the toys to market in June 2017."

Dean Greasley, head of licensing at TDP Textiles, added: "We're delighted to have Molang and Piu Piu on board, as they give us something very different and add considerably to our range. A range of super cute products are due to launch in 2017."

Ian Wickham, director at Licensing Link, concluded: "Molang really is gathering momentum at pace and we are delighted to have TOMY and Aykroyds TDP on board for key launch categories.

"The initial TV series goes from strength to strength having now been sold into over 150 territories, with a second currently in production on the back of pressing broadcaster demand based on viewership. Additionally, content engagement on the social space has exploded with millions now watching on YouTube alone. The future really does look very exciting indeed."



‘Momentum is building for Molang’



Licensing Link brokers toy and apparel deals for International Emmy nominated brand.

Licensing Link has brokered a brace of deals for fast growing Kawaii brand, Molang.

TOMY UK has signed a pan-European and Australian master toy licence. First products to market will be a range of plush and collectable characters in spring/summer 2017, followed by figures and play-sets in autumn/winter 2017.

In addition, Aykroyds and TDP Textiles is on board for nightwear and underwear for children and adults with products launching from spring 2017.

Mark Foster, executive vice president at TOMY Europe, commented: “With TOMY’s strength in the preschool category and commitment to similar values, Molang is a perfect addition to our licensed portfolio. We look forward to unveiling the range at both London and Nuremberg Toy Fair in the New Year, and bringing the toys to market in June 2017.”

Dean Greasley, head of licensing at TDP Textiles, added: “We’re delighted to have Molang and Piu Piu on board, as they give us something very different and add considerably to our range. A range of super cute products are due to launch in 2017.”

Ian Wickham, director at Licensing Link, continued: “Molang really is gathering momentum at pace and we are delighted to have TOMY and Aykroyds TDP on board for key launch categories.

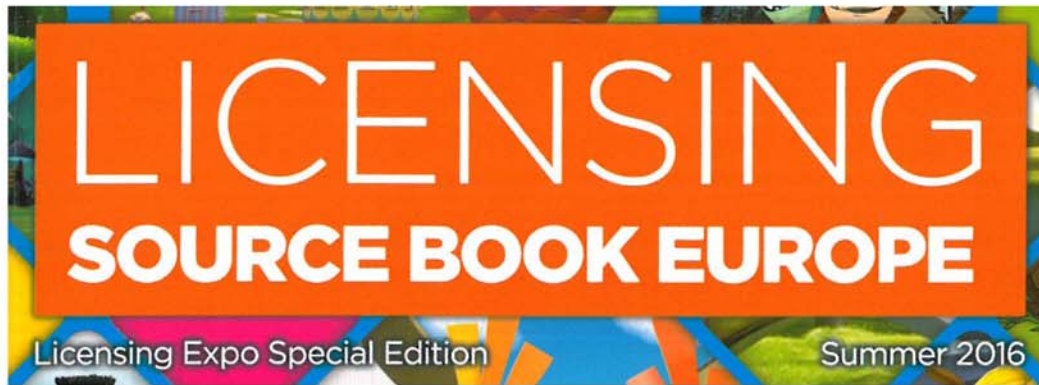
“The initial TV series goes from strength to strength having now been sold into over 150 territories, with a second currently in production on the back of pressing broadcaster demand based on viewership. Additionally, content engagement on the social space has exploded with millions now watching on YouTube alone. The future really does look very exciting indeed.”

Born from a Korean emoji, Molang – which means ‘super soft’ in Korean – is a happy, curious rabbit who lives with his friend, Piu Piu, a sensitive and shy little chick. The TV show – which is produced by French animation house, Millimages – airs on Cartoonito three times a day and has six social media platforms.

Molang also has a range of iMessage emojis which are available from the App Store for iOS 10, with Android due to launch later this year.

At this year’s MIP, Molang was nominated for an International Emmy Award in the Preschool category.





Happy chicks

Licensing Link has been appointed by **Millimages** to represent the fast growing **Molang** property in the UK and Ireland. The brand has already been a hit in its home territory of Korea, with over 1,000 products available to date. In the UK, Turner has acquired the TV rights and will air the 104 short-form episodes on **Cartoonito**.



Above: Licensing Link will represent Molang.

Licensing Link has also been appointed by **Surge Licensing** to represent the world's largest educational YouTube channel, **Little Baby Bum**, in the UK and Ireland.

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