

### Licensing Link Europe is to represent the registered trademark Football's Coming Home



> The trademark references the date 1848, which marks the introduction of the Cambridge Rules, widely considered to be the set of rules defining the backbone for the modern game. **Licensing Link Europe** will look to build out a programme based on the huge optimism and awareness generated from the 2018 World Cup and cement this as THE brand for true fans in the build up to the 2020 European Championships - where the semi finals and the final will be played in London, UK.

Upon announcing the representation, **Ian Wickham**, director of Licensing Link Europe, stated: "The mood in the UK right now for football is ridiculously buoyant, for obvious reasons. With the words '**Football's Coming Home**' being sung wherever you go (which, by the way is not just unique to this particular tournament, but to every major football event), and a social

media reach of 6.7 million this week alone just in English, there is a huge opportunity. With the right build and direction, we believe we can cement an umbrella brand to act as the home for the true fan including grass roots football, lower league and amateur divisions, building an environment for those where football really is a part of their lives.

We are hugely excited to be a part of this and are looking forward to building out the consumer products programme."

**Brandora**  
**Online Weekly**  
**12 July 2018**  
**Circ: 5,902**





Toy World  
Online Daily  
10 July 2018  
Circ: 1,200

## LICENSING NEWS

### Licensing Link Europe to represent the registered trademark 'Football's Coming Home'

The trademark references the date 1848, which marks the introduction of the Cambridge Rules.

Licensing Link Europe will look to build out a programme based on the huge optimism and awareness generated from the 2018 World Cup and cement this as the brand for true fans in the build up to the 2020 European Championships – when the semi finals and the final will be played in London, UK.

Upon announcing the representation, Ian Wickham, director of Licensing Link Europe, commented: "The mood in the UK right now for football is ridiculously buoyant, for obvious reasons. With the words 'Football's Coming Home' being sung wherever you go (which, by the way is not just unique to this particular tournament, but to every major football event), and a social media reach of 6.7m this week alone just in English, there is a huge opportunity. With the right build and direction, we believe we can cement an umbrella brand to act as the home for the true fan including grass roots football, lower league and amateur divisions, building an environment for those where football really is a part of their lives. We are hugely excited to be a part of this and are looking forward to building out the consumer products programme."





## LICENSING LINK EUROPE REVIVES SOCCER RALLYING CALL

Licensing Link Europe will build a licensing program around the trademark "Football's Coming Home," a soccer slogan dating back to 1848.



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Capitalizing on this year's World Cup, the group will work to make the phrase the go-to brand for the 2020 European Championships, which will see both the semi-finals and final played in London.

"The mood in the U.K. right now for football is ridiculously buoyant, for obvious reasons," says Ian Wickham, director, Licensing Link Europe. "With the words 'Football's Coming Home' being sung wherever you go (which, by the way, is not just unique to this particular tournament but to every major football event), and a social media reach of 6.7 million this week alone just in English, there is a huge opportunity. With the right build and direction, we believe we can cement an umbrella brand to act as the home for the true fan including grassroots football, lower league and amateur divisions, building an environment for those where football really is a part of their lives."

**License Global Daily  
Online  
10 July 2018  
Circ: 40,000**



## LICENSING LINK EUROPE TO REPRESENT THE BRAND “FOOTBALL’S COMING HOME”



**Brand extension and strategy agency Licensing Link Europe is to represent the registered trademark “Football’s Coming Home”.**

The trademark references the date 1848, which marks the introduction of the Cambridge Rules, widely considered to be the set of rules defining the backbone for the modern game. **Licensing Link** Europe will look to build out a programme based on the huge optimism and awareness generated from the 2018 World Cup and cement this as THE brand for true fans in the build up to the 2020 European Championships – where the semi finals and the final will be played in London, UK.

Upon announcing the representation, **Ian Wickham, director of Licensing Link Europe**, stated: *“The mood in the UK right now for football is ridiculously buoyant, for obvious reasons. With the words ‘Football’s Coming Home’ being sung wherever you go (which, by the way is not just unique to this particular tournament, but to every major football event), and a social media reach of 6.7 million this week alone just in English, there is a huge opportunity. With the right build and direction, we believe we can cement an umbrella brand to act as the home for the true fan including grass roots football, lower league and amateur divisions, building an environment for those where football really is a part of their lives.*

*“We are hugely excited to be a part of this and are looking forward to building out the consumer products programme.”*





### Football's Coming Home to Licensing Link Europe

Brand extension agency will build programme for trademarked football refrain as England team continues triumphant streak

Brand extension and strategy agency Licensing Link Europe is to represent the registered trademark "Football's Coming Home".

The trademark references the date 1848, which marks the introduction of the Cambridge Rules, widely considered to be the set of rules defining the backbone for the modern game.

Licensing Link Europe will look to build out a programme based on the huge optimism and awareness generated from the 2018 World Cup and cement this as the brand for true fans in the build up to the 2020 European Championships - where the semi finals and the final will be played in London, UK.

Ian Wickham, Director of Licensing Link Europe, said: "The mood in the UK right now for football is ridiculously buoyant, for obvious reasons. With the words 'Football's Coming Home' being sung wherever you go (which, by the way is not just unique to this particular tournament, but to every major football event), and a social media reach of 6.7 million this week alone just in English, there is a huge opportunity.

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**Licensing Today Worldwide**  
**Online Daily**  
**9 July 2018**  
**Circ: 5,962**



## Licensing.biz

### Football's Coming Home and it's thanks to Licensing Link Europe

The brand extension agency has picked up the registered trademark, a mere matter of hours ahead of England's biggest game since 1990.



No matter the outcome of Wednesday's semi-final (yes, semi-final) against Croatia, Licensing Link Europe can confirm that Football is Coming Home.

The brand extension agency has picked up the registered trademark, a mere matter of hours ahead of England's biggest game since 1990.

The trademark, Football's Coming Home, references the date 1848 which marks the introduction of the Cambridge Rules, those widely considered to be the set of rules defining the backbone of the modern game.

Licensing Link Europe will look to build out a programme based on the optimism and awareness generated from the 2018 World Cup and cement this as the brand for true fans in the build up to the 2020 European Championships – where the semi finals and the final will be played in London, UK.

Ian Wickham, director of Licensing Link Europe, stated: "The mood in the UK right now for football is ridiculously buoyant, for obvious reasons. With the words 'Football's Coming Home' being sung wherever you go (which, by the way, is not just unique to this particular tournament, but to every major football event) and a social media reach of 6.7 million this week alone just in English, there is a huge opportunity.

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"We are hugely excited to be a part of this and are looking forward to building out the consumer products programme."

**Licensing.biz**  
**Online Daily**  
**9 July 2018**  
**Circ: 22,000**



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## Licensing Link to rep Football's Coming Home



**Football's<sup>®</sup>  
Coming Home**

**The original spirit of football – lives on**

### **Agency looking to cement brand in lead up to 2020 European Championships.**

Brand extension and strategy agency Licensing Link Europe is to represent the registered trademark 'Football's Coming Home'.

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Licensing Link Europe will look to build out a programme based on the huge optimism and awareness generated from the 2018 World Cup, cementing it as the brand for football fans in the build up to the 2020 European Championships – where the semi finals and the final will be played in London, UK.

“The mood in the UK right now for football is ridiculously buoyant, for obvious reasons,” stated Ian Wickham, director at Licensing Link Europe. “With the words ‘Football's Coming Home’ being sung wherever you go (which, by the way is not just unique to this particular tournament, but to every major football event), and a social media reach of 6.7 million last week alone just in English, there is a huge opportunity.

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**LicensingSource.net**

**Online Daily**

**9 July 2018**

**Circ: 10,000**



# The #LicensingShow Daily

Football's Coming Home and it's thanks to Licensing Link Europe - Licensing.biz



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The #Licensing Show Daily  
Online  
9 July 2018  
Circ: tbc  
(Taken from Licensing.biz 9.7.18)

