

FREE
Industry
Soundtrack
INSIDE



VOLUME 9 • JUNE 2002

10 years? So, What have you done for me lately?

I have been told that after a business gets past the 3rd year or so, it's "made it" and you are somehow over the hump. I don't know why, but I have never felt secure enough to feel that way. Every day I know we have to prove ourselves again and again to our clients. Even in success, I realize that the question will come... "What's next?"

For the past 10 years we have spent most days trying to get things done for clients, always cognizant of delivering the "what's next." You kind of string days along, not thinking about the issues of truly building your own business. I know this is a flaw, and I have advisors that tell me – no, yell at me – over this issue. Yet, when you are busy dealing with the issues that arise almost daily, the time flies, and before you know it you have to plan a 10th anniversary something. Wow.

Over the years, our constants have been that we

have the passion to drive our clients businesses and the desire as a team to do things right. We care about and tend to our relationships -- with clients, with licensors, with agents -- across the board. Our job as a company is to grow our clients' businesses, that is a given – but our task as industry citizens is to help companies do the right thing so that the industry grows, both at the bottom line and professionally.

For 10 years we have taken these tasks to heart and tried our best – and all of a sudden, we are here – 5 people, 2 offices, a group of successful clients and more than a few licensors that respect our efforts.

What's next? We intend to keep it going.

Thank you for your confidence, now and in the future.

Carebears

American Greetings is returning a huggable, loveable classic property to the mainstream marketplace. The Care Bears are back, and The Joester/Loria Group has signed up an "A" list of licensees with products launching in the latter part of 2002, and rolling out all categories during the 1st quarter of 2003.

We are pleased that several of our clients are included in the new Care Bears program. AD SUTTON and SONS is licensed for backpacks and bags. The company has pre-sold several customers and will have backpacks and bags featuring the loveable characters on shelf



this fall. MODERN PUBLISHING is fast-tracking coloring and activity books to retail. All of Modern's book formats will be available at all mass-market outlets this summer.

Coming in 2003, Care Bears fans can collect all their favorite Care Bear characters as mini-bobble heads from COMIC IMAGES. Look for classics such as Goodnight Bear and Grumpy Bear, and proudly display your personal favorite with this new collectible line.

Client Spotlight - Polyconcept USA

The celebration of a milestone anniversary, whether in professional or personal life, should serve as a springboard. These are markers that should encourage us to reflect back and acknowledge the people and organizations that have helped us to achieve the status currently enjoyed. At Building Q, we can honestly say, that our client Polyconcept USA has been an important factor in helping Building Q to reach its 10th anniversary in 2002.

When we began our relationship with Polyconcept in 1995, we were looking at single item opportunities. We secured deals for novelty items such as a Betty Boop telephone, Volkswagen Beetle telephones, and a few other "single item deals." A major breakthrough for both companies came in 1997 when we met with Binney and Smith regarding the Crayola Brand.



Crayola
Trace Projector

Our combined thinking was that a line of kids-orientated electronics featuring the vibrant colors of Crayola would work in the retail environment. Polyconcept wanted to broaden its distribution and find a program we could sell into Toys R Us and other mass merchandisers.

The line started out small, featuring items such as a musical keyboard, a guitar and clock. The initial success of the line paved the way to the 2002 Crayola line, which includes

30 SKU's now encompassing electronic craft and activity items, electronics, toys and computer accessories.

Another major breakthrough came at the 1998 Licensing Show, when the M&M Mars licensing department visited the Building Q booth to see what our clients were working on at the time. They came across one of the Polyconcept items on display, and immediately said they wanted to meet with the team. In subsequent meetings, the Polyconcept design and development teams dazzled the M&M Mars staff, paving the way for a deal to be consummated. What started with just three items introduced at CES 1999 is now up to more than 20 SKU's covering multiple electronic categories.

"Woody and his team at Building Q have an excellent understanding of our industry," notes Rich Rahmlow VP of Licensing and Product Development at Polyconcept. "That, combined with their knowledge of marketing and the intricacies of licensing, has made this a great partnership for the last seven years." We are happy to be affiliated with Building Q and look forward to more success in the future."

Other programs currently in place for Polyconcept USA includes: Coca-Cola, Coleman, Ducks Unlimited, Lava, Nintendo, NFL, Nostalgic Barbie, and Philco.



Building Q™

Licensing / Marketing



POLYCONCEPT USA, INC.

AUTOBIOGRAPHY IN FIVE SHORT CHAPTERS

by Portia Nelson

I

I walk, down the street.
 There is a deep hole in the sidewalk.
I fall in
I am lost.... I am helpless
 It isn't my fault.
It takes forever to find a way out.

II

I walk down the same street.
 There is a deep hole in the sidewalk.
I pretend I don't see it.
I fall in again.
I can't believe I am in the same place.
 but, it isn't my fault.
It still takes a long time to get out.

III

I walk down the same street
 There is a deep hole in the sidewalk.
I see it is there.
I still fall in...it's a habit.
 my eyes are open.
 I know where I am.
It is my fault.
I get out immediately.

IV

I walk down the same street.
 There is a deep hole in the sidewalk.
I walk around it.

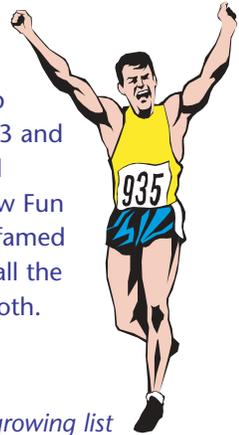
V

I walk down another street.

NEWS & NOTES

LICENSING SHOW 2002 – For the 7th consecutive year, Building Q continues the tradition by being one of the few marketing consulting firms to have a booth at the Licensing Show. Come see us this year at **Booth #3441**, where we will have our clients' products on display. Highlights include the debut of Happy Dog Toys' Sponge Bob Aquarium, Disney Flying Toys from Fusion Toys, and Philco Electronics from Polyconcept USA.

2002 FUN RUN – Get up early on Thursday, June 13 and join us for the 3rd Annual Building Q Licensing Show Fun Run through New York's famed Central Park. Call us for all the details, or stop by the booth.



NEW BUSINESS – *These manufacturers joined the growing list of Building Q clients during the 1st quarter of 2002.*

- **BIODOMES HEADWEAR** – Manufacturer of hats and headwear of all types and styles. This small company is looking to grow through the acquisition of licensed properties.
- **CADACO INC.** – The family owned, Chicago based game company comes on board, looks to add licenses to their wide array of products including board games, puzzles, chalk and chalk activities, and magic kits and activity sets.

UPCOMING TRADE SHOWS -

- ALL CANDY EXPO @ Chicago, June 4-6
- LICENSING SHOW @ New York, June 11-13
- COMIC-CON @ San Diego, August 1-4
- INTERNATIONAL GIFT FAIR @ New York, August 10 – 15
- MAGIC @ Las Vegas, August 26-29
- SHOPA @ Atlanta, November 12-14

BUILDING Q'S GREATEST HITS 1992-2002

As we celebrate our 10th Anniversary, we thought it would be fun to share with you the songs that inspire the dealmaker in all of us.

ARTIST SONG

Warren Zevon **Lawyers, Guns & Money**
"The Building Q Theme Song...No, the part about the waitress."

The Eurithmics **Would I Lie To You**
"Hey, it's gonna be huge, and if you get in early..."

Bare Naked Ladies **If I Had A Million Dollars**
"...then I could cover the license and tooling."

Pink Floyd **Money**
"Its how we keep score."

Dire Straits **Money For Nothing**
"Jim Davis has his own jet airplane"

U2 **With Or Without You**
"Sometime you CAN live without a licensee, right Bono?"

Ragdoll/BBC WW **Teletubbies Say "Eh-Oh"**
"You gotta dig this, technopop for all ages."

Joe Walsh **Life Has Been Good to Me So Far**
"Rumors are that this was written by Mark Freedman or Al Kahn, but I checked and Joe Walsh's name is credited... probably a royalty thing."

Prince **1999**
"In honor of all those hot millennium licenses." "You can't do a real licensing soundtrack without a song from the purple one... Oh? The other purple one?"

Jewel **Who Will Save Your Soul**
"Haunting, but true."

Vince Girdali **Linus and Lucy - The Peanuts Theme Song**
"Sparky didn't invent licensing...he was just "determined" to make it work."

Steve Miller Band **Take the Money And Run**
"You know you are in trouble when they ask for it all up front."

Randy Newman **I Love LA**
"Hey... It's the attitude, the capital of merchandising."

Frank Sinatra **New York, New York**
"Simply the best."

Jimmy Eats World **The Middle**
"Could have been written by us. Just keep doing your best..."

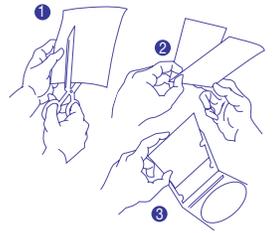
Kiss **Rock and Roll All Night**
"The band was made for licensing - gotta be here."

Rolling Stones **Satisfaction (I can't get no)**
"Has its own meaning to every licensee/licensor, soundtrack would not be complete without Mick."

Disclaimer—Always obey all copyright laws.
CD is engineered to sound best on a POLYCONCEPT USA CD Player.

INSTRUCTIONS TO MAKE YOUR CD:

- Log on to your favorite website where you download music
- Look up each song, and burn them onto your CD.
- Cut and fold our really cool cover design and insert it in your jewel case.
- Enjoy hours of listening pleasure in your office, home or car.
- We always want to know what you think. Email us on your suggestions for our 20th anniversary edition.



Cut on dotted line

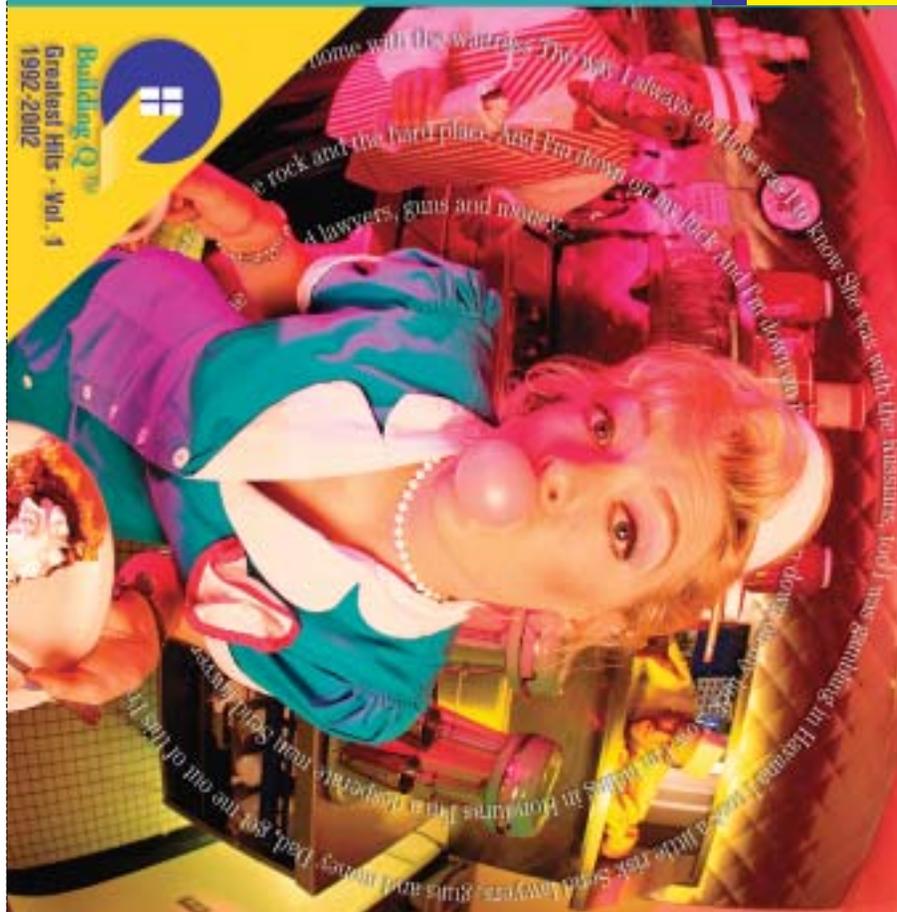


GREATEST HITS - VOLUME 1
1992 - 2002

www.BuildingQ.com



SONG	ARTIST	COMMENTS
Lawyers, Guns & Money	Warren Zevon	"The Building Q Theme Song... No, the part about the waitress."
Would I Lie To You	The Eurithmics	"Hey, it's gonna be huge, and if you get in early..."
If I Had A Million Dollars	Bare Naked Ladies	"...then I could cover the license and tooling."
Money	Pink Floyd	"Its how we keep score."
Money For Nothing	Dire Straits	"Jim Davis has his own jet airplane"
With Or Without You	U2	"Sometime you CAN live without a licensee, right Bono?"
Teletubbies Say "Eh-Oh"	Ragdoll/BBC WW	"You gotta dig this, technopop for all ages."
Life Has Been Good to Me So Far	Joe Walsh	"Rumors are that this was written by Mark Freedman or Al Kahn, but I checked and Joe Walsh's name is credited... probably a royalty thing."
1999	Prince	"In honor of all those hot millennium licenses." "You can't do a real licensing soundtrack without a song from the purple one... Oh? The other purple one?"
Who Will Save Your Soul	Jewel	"Haunting, but true."
Linus and Lucy - The Peanuts Theme Song	Vince Girdali	"Sparky didn't invent licensing...he was just "determined" to make it work."
Take the Money And Run	Steve Miller Band	"You know you are in trouble when they ask for it all up front."
I Love LA	Randy Newman	"Hey... It's the attitude, the capital of merchandising."
New York, New York	Frank Sinatra	"Simply the best."
The Middle	Jimmy Eats World	"Could have been written by us. Just keep doing your best..."
Rock and Roll All Night	Kiss	"The band was made for licensing - gotta be here."
Satisfaction (I can't get no)	Rolling Stones	"Has its own meaning to every licensee/licensor, soundtrack would not be complete without Mick."





News & Previews

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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE (LISTED ALPHABETICALLY)
APPAREL & ACCESSORIES			
AD SUTTON & SONS	Mass, Mid-Tier, Specialty	Backpacks, Travel Bags, Lunch Bags, Fannie Packs, Cooler Bags	Carebears*, Clifford, Coca-Cola, Dragon Ball Z, Jackie Chan Adventures, Little Bear, Metabots, NASCAR
BRIEFLY STATED	Mass, Mid-Tier, Specialty	Boys and Girls Sleepwear, Boys and Men's Boxer Shorts, Boys and Men's Loungewear, Juniors Sleepwear	And 1, Austin Powers, Brittany Spears, DragonBall Z, Harry Potter, Invader Zim, Playboy, Popsicle*, Scooby Doo, Spongebob Squarepants, Tonka, The Osbournes*
BIO-DOMES	Specialty, Mid-Tier	Hats and Headwear	Brittany Spears, Budweiser, Fear Factor*, Metallica, Soprano's, The Osbournes*,
ODM	Mass, Mid-Tier, Specialty,	Men's, Ladies, Juniors and Kids T-Shirts and Fleece	Alf, Blue Gender, Budweiser, Cadillac, Chevrolet, Corona, Cowboy Bebop, Dragonball Z, Fear Factor*, Gundam, Pontiac, Robotech, Yu-Yu Hakishu, Zoom Speed
COLLECTIBLES			
COMIC IMAGES	Mass, Drug, Convenience Stores, Hobby	Trading Cards, Trading Card Collectible Games, Mini Bobble Heads	Butt Ugly Martians, Carebears*, DragonBall Z*, Marvel Universe, World Wrestling Federation
ELECTRONICS			
POLYCONCEPT USA	Mass, Mid-Tier, Gift, Catalog, Specialty, Direct	Consumer Electronics	Cartoon Network*, Coca-Cola, Coleman, Crayola, Justice League*, Lava, M&Ms, Magnavox, Nintendo, NFL, Nostalgic Barbie, Philco, Scooby Doo*
FOOD			
FRANKFORD CANDY COMPANY	Mass, Drug, Grocery	Character Shaped Jelly Pops, Seasonal and Everyday Boxed and Wrapped Confections, Retentative Value Containers	Barbie, Beatrix Potter, Bob the Builder*, Hot Wheels, Peter Pan, Powerpuff Girls, Rocket Power, Rugrats, Scooby Doo, Spongebob Squarepants, The Simpsons, The Wild Thornberries
HEALTH AND BEAUTY AIDS			
KOSMAKARE	Mass, Drug, Grocery	Adhesive Bandages	Bob the Builder, Jay-Jay the Jetplane*, Rescue Heroes*
SHOWER FLOWER, INC.	Mass, Drug	Patented character decorated suction cup designed for bath and shower cleaning implements.	Blue's Clues, Clifford, Dora the Explorer, Jimmy Neutron, Rugrats, Spongebob Squarepants
PET PRODUCTS			
HAPPY DOG TOYS, INC.	Mass, Pet Stores, Specialty	Dog and Cat Toys and Accessories, Aquariums, Aquarium Accessories	Spongebob Squarepants
PUBLISHING			
MODERN PUBLISHING	Mass, Grocery, Drug	Coloring, Activity, and Sticker Books	Barbie, Carebears, Clifford, Hasbro Games, Jay Jay the Jetplane, Hot Wheels, Little People, Noah's Park, Rescue Heroes, Teletubbies
TOYS AND GAMES			
BASIC FUN	Mass, Toy, Specialty	Functional Keychains, Windup Toys	Barbie, Clifford, Diva Starz, Disney Princesses, Etch A Sketch, Fisher Price, Gravity Games, Hasbro Games, Hot Wheels, I Spy, Jimmy Neutron, Lilo & Stitch, Lord Of The Rings, Madame Alexander, Magic 8 Ball, Monster's Inc, Peanuts, Spiderman, Spongebob Squarepants, Treasure Planet, The Simpsons, Yu-Gi-Oh
CADACO INC.	Mass, Toy, Specialty	Board Games, Puzzles, Activity Sets, Chalk and Outdoors, Magic	Kipper, Lance Burton, Little Bear, Maggie and the Ferocious Beast, Marshall Brodien
FUSION TOYS	Mass, Toy, Specialty	Tethered Flying Toys	Disney Standard Characters, Disney Princesses, Jay-Jay the Jetplane, Lilo & Stitch, Pooh, Peter Pan, Toy Story
JARU TOYS, INC.	Grocery, Mass, Toy, Drug	Impulse Toys	Jackie Chan Adventures

CHAPTER TWO I walk down the same street. There's a deep hole in the sidewalk. I pretend I don't see it. I fall in again. I can't believe I'm in the same place, but it isn't my fault. It still takes a long time to get out. CHAPTER THREE I walk down the same street. There's a deep hole in the sidewalk. I see it is there. I think I know why: Autobiography in Five Short Chapters, by Portia Nelson. Chapter 1: I walk down the street. There is a deep hole in the sidewalk. I fall in.Â Chapter 4: I walk down the same street. There is a deep hole in the sidewalk. I walk around it. Chapter 5: I walk down a different street. You are never stuck. Your brain is capable of great change!