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## Job of the Week



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DOE  
London

**Over 40 licensees on board in Europe**

## NEWS

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Today at 10:12 am

## US: Evolution ramps up with new deals

by [Samantha Loveday](#) | [Email a friend](#) | [Print](#)

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### Licensing firm signs up for Taffy Saltwater from CCI Entertainment.

New global licensing firm Evolution has added to its portfolio, signing deals with CCI Entertainment, as well as Rollman Entertainment, for new properties.

The firm will work with CCI on Taffy Saltwater (pictured). Currently in development, the series will target four to eight year olds and will encourage imaginative play.



A hardcover picture book is due to launch in spring 2013 following a deal with Random House Children's Publishing. The TV series is anticipated to have 2014 launch, with products hitting retail from summer 2014 including toys, play-sets, apparel, accessories, swimwear and seasonal merchandise.

In addition, Evolution and Rollman Entertainment have partnered for Monstroids, which offers a fresh twist on classic monsters from the upcoming Astounding Comics & Darkstorm Studios comic book series.

A new TV series will target six to 12 year-olds, while there will also be a full licensing programme.

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