

EVOLUTION EXPANDS EXEC TEAM AND ADDS NEW BRANDS

Evolution's initial founders Travis J. Rutherford and Adam Unger have joined forces with Stanley Lerman and Ryan Broomberg to expand the capabilities of the firm which is focused on identifying all forms of intellectual property on a global basis.

Rutherford and Unger, who have been working in partnership for over a year, envisioned Evolution as a premiere



global licensing firm that breaks from the traditional licensing agency model. Utilizing the knowledge, experience and relationships of the four partners, Evolution provides content owners and IP creators with a platform from which to monetize their intellectual properties, and its unique structure provides an alternative solution to a full in-house licensing operation. The executive's collective demonstrated expertise in strategic planning, development and execution of large-scale licensing and brand management programs will maximize brands revenue streams. Simultaneously, the firm enhances and protects brand equity over the long term by managing the entire life cycle of the content, capitalizing on opportunities at every stage, from product development, licensing and production through to manufacturing and retail distribution. Evolution is now looking to expand its client portfolio from filmed entertainment and character brands into new media, location-based entertainment, corporate trademarks, consumer packaged goods, and fashion brands.

"The opportunity to partner with best in class senior executives, such as Stan and Ryan, bolsters Evolution's executive management team and adds

in house expertise that is not seen in the traditional licensing business," said Rutherford. "Evolution now has the ability to manage an intellectual property from its initial creative concept, all the way to the retail shelf, and our combined strength in entertainment, fashion, consumer packaged goods, toys and logistics provides our clients with superior insights and expertise to maximize a successful licensing program."

Located in Los Angeles CA, Evolution will continue to handle Summertime Entertainment's new animated feature film, Dorothy of Oz, to be released theatrically in 2013; Zinkia Entertainment's animated preschool property, Pocoyo; Zydeco Studios children's novelty brand, Floppets; and the new business development function for Creaa.

In addition, the Company has acquired several new entertainment properties and a technology client, which it will unveil at the Licensing Expo 2012, including Taffy Saltwater, a new half-hour animated television series targeted to girls ages 4-8, created by author and artist Michael Paraskevas (Maggie and the Ferocious Beast), along with Judy Paraskevas, who will also executive produce. Currently in development, this character-driven comedy is propelled by the imagination of a girl named Taffy Saltwater and her comical collection of beach buddies. Evolution will provide all licensing and retail development functions globally for the property, which is

anticipated to have a fall 2013 TV launch, with products at mass retail in summer 2014. Key licensing categories will include toys, dolls, figures, playsets, apparel, accessories, swimwear and seasonal merchandise such as beach toys and towels, etc.

Monstroids, is a new half-hour animated television series targeted to boys 6-11, based on the comic book property of the same name created by Kevin Greivoux, creator of the Underworld film franchise and the upcoming feature film, I Frankenstein. Evolution will handle the global licensing, retail development and promotional partnerships for the property, anticipated for a Fall 2013 TV launch, with products at mass retail in fall 2014. Key categories will include toys, video games, apparel, accessories, fast food, beverages and theme parks.

Currently in development, The Farm Team is an animated television series targeted to 3-6 year old kids, created by Gareb Shamus, Founder of Wizard World. Product categories including social expression, apparel, accessories, collectibles, novelty, and plush are anticipated to be available at independent and specialty retailers in late 2013.

Finally, Cuddlecunes, from digital media and technology company Everhear Partners, utilizes patented technology to create the first-ever "social music" plush for children. Evolution's responsibility is to help the company license its technology to toy companies and others interested in the emerging "social music" category.



EVOLUTION LICENSING

Popeye

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