

THE LICENSING BOOK

BUILDING BUSINESS THROUGH PARTNERSHIPS

Licensing Show 2012

Character & Entertainment

San-X and Jen X's Space Hamsters

San-X Co., Ltd., a character-oriented manufacturer in Japan, has selected Jen X Productions to commercialize its Space Hamster children's brand across the globe. The companies will soon preview the brand's new children's apparel line and iPhone and iPad story app and game. Jen X plans to explore new opportunities to expand the brand through new licensing and merchandising deals, and an animated television series is currently in the works. The new Space Hamster iOS app will be one of the first products that give users a glimpse of the property's characters and outer space Hamster homeland. The app will introduce the backstory of the Space Hamsters and their mission on Earth, which is to rescue pets and act as the ambassadors to all animals in the world. Jen X will donate 1 percent of net proceeds to a variety of animal-based charities.



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