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Zoonicorn Delivers Big at Licensing Expo 2025

This year's Licensing Expo was Zoonicorn's strongest show yet - from debuting our costumed characters and eye-catching "Promi's Place" activation, to accelerating licensing deals and reconnecting with partners face-to-face. Here's a full recap!



Zoonicorn Booth (Next year - a new island booth design)



Some of United Smile's Playsets



Teddy Mountain Team - Jennifer Ruh and Michele Escobar



Zoonicorn Team with Promi and Ene



Promi's Place - Big Events' Inflatable Balloon



Licensed Products Showcase

Zoonicorn Delivers Big at Licensing Expo 2025 (cont'd)

• Talk About Great Coverage Before and During the Show...

Zoonicorn was back in the headlines before and throughout Licensing Expo 2025, kicking things off with a featured interview in *License Global's* "10 Minutes With..." series and a spotlight in *The Licensing Letter* ahead of the show. This marked our second appearance in the "10 Minutes With..." series after three years - a full-circle moment that showcased the incredible growth of the Zoonicorn brand. We were also featured in *License Global's* Day 1 and Day 2 Dailies during the show.



All Art Licensing Leading Zoonicorn Stampede at Expo



The Zoonicons and Pancake, the other, love to sing!

By Gary Symons
TLL Editor in Chief

It'll be almost impossible to visit Licensing Expo this year without seeing a LOT of the hit show Zoonicorn.

Fresh off the brand's recent global licensing deal with DTY plush company Teddy Mountain, Zoonicorn is making a big splash at the Expo, and by big, we mean 16-feet tall!

A gigantic inflatable version of the Zoonicorn character Promi will be standing outside the main entrance to the Expo halls and food court, in her own special area dubbed "Promi's Place." For the first time there will also be two Zoonicorn mascots walking the show floor.

"You cannot miss Zoonicorn at Licensing Expo," promises J'net Smith of All Art Licensing and Zoonicorn's Brand Director

and Master Agent for Global Licensing. "We will be everywhere."

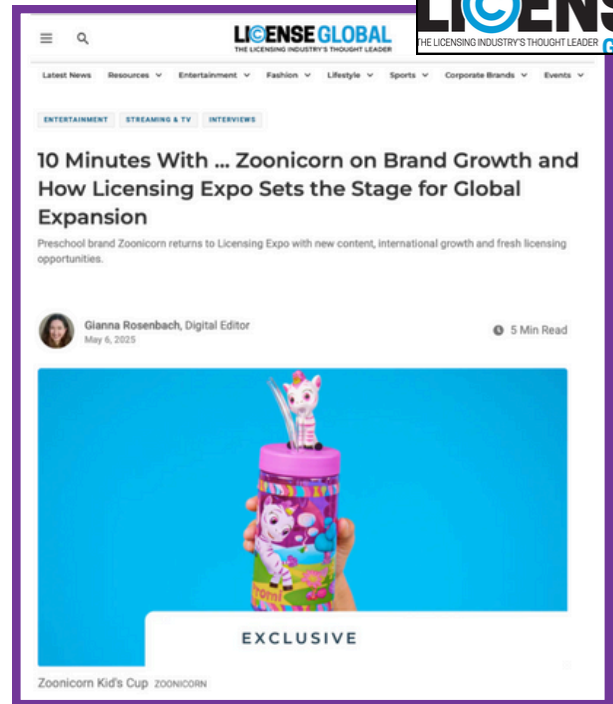
The global preschool brand is coming to Licensing Expo with new deals and expanded streaming territories. This rapid rise to prominence is even more astounding when you consider that the property was created, and remains independently owned, by a single person - Zoonicorn founder, Mark Lubart.

"Starting out on his own, without the initial backing of a studio or major toy company, Mark has turned Zoonicorn into a global brand, with TV episodes streaming in nearly 100 markets, a master toy license in place and many consumer products now on the market," Smith said. "How did Mark make this happen? By embracing the exact same qualities that are woven into the Zoonicorn content itself - determination, optimism and resiliency."



J'net Smith

Determination, optimism and resiliency has been a part of Mark's DNA for as long as he can remember. It goes back at least as far as his years as a graduate student at MTE, where his teacher and mentor Amar



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PROMI'S PROMI COMING TO MANDALAY BAY FOOD COURT

Join the popular Mandalay Bay food court, the inflatable Zoonicorn character, Promi (he's the purple one), designed by Zoonicorn licensee, Big Events, will once again be welcoming Licensing Expo attendees. This central location, officially named Promi's Place, is a great spot for meeting colleagues, potential clients and friends. Joining the inflatable Promi at this year's Expo, Zoonicorn is also debuting walk-around characters. Look for Promi and Ene (he's the green one) in the character parade. They can also be spotted at the Zoonicorn booth or walking around the convention floor. Be sure to say hi - Promi may share some of her well-known



wisdom and Ene, though a little shy, warms up quickly. Zoonicorn, the global preschool property seen in more than 100 countries, is wrapping production on its third season, for a total of 130 original seven-minute episodes. Zoonicorn's TV episodes are produced by Toonz Entertainment and Zoonicorn, and distributed by Toonz Entertainment. Global licensing for the brand is headed by J'net Smith of All Art Licensing.

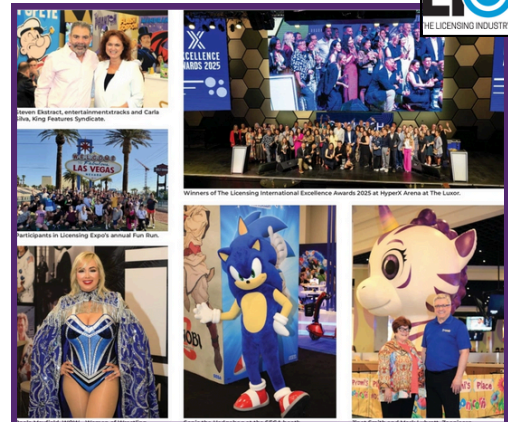
New products coming to consumers from Zoonicorn's licensing partners include Jay@Play's Photofix, Teddy Mountain's Zoonicorn plush and SRM's backpacks. Find Zoonicorn products online at Zoonicorn's new Amazon.com

portal and through retailers' websites, including Walmart.com, Target.com, Kohls.com and Michaels.com. Zoonicorn has also partnered with Bradford License India to expand its licensing footprint into the Indian market. Bradford will be seeking licensing partnerships for Zoonicorn across diverse categories. Bradford License India, affiliated with Bradford Licensing, is a global licensing agency specializing in brand licensing, retail merchandising and market expansion strategies.

The Zoonicons inhabit the dreams of young animals, taking them on amazing adventures to help learn important social-emotional skills with a focus on determination, optimism and resiliency. Zoonicorn is a leading preschool children's property embracing the critical skills of mental, emotional and social health. The Zoonicons cleverly guide each dreamer through a whirlwind of fun-loving escapades and when the dream is over, the young animal wakes up feeling self-confident, with the decision-making skills necessary to overcome whatever challenges they are facing. At the heart of every solution is the one important truth - the power to solve any problem is inside of them.

Multi Emmy Award-winner, Mark Zaslave ("Winnie the Pooh," "Lazytown," "Bob the Builder") serves as show runner and lead writer/editor for the series. Visit Zoonicorn at booth D204.

READ HERE



READ HERE Daily Day 1

READ HERE Daily Day 2

Zoonicorn Delivers Big at Licensing Expo 2025 (cont'd)

• First-Ever Appearance of Zoonicorn's Walkaround Characters!

Our characters, crafted beautifully in the Philippines by San Pablo Sininglaya Corporation, stole the show and hearts as they made their debut performance during the Expo's annual character parade.

Promi and Ene could be seen throughout the Expo, holding court in the Zoonicorn booth and captivating attendees as they strutted through the halls of the Mandalay Bay Convention Center.

An enormous shout-out goes to our partner The Mascot Organization, in tandem with BTX Global Logistics, for going to tremendous lengths to ensure that our costumes arrived to the Expo safely and on time.

We need to give a huge thanks to Josue Rosenzweig, President and CEO of United Smile, our Zoonicorn master toy licensee, for his part in making this happen. We also want to acknowledge David Diamond, owner of Trade Asia Pacific Toys and regional sales rep for United Smile. His eleventh-hour assistance – and 'insider' knowledge of the Asia Pacific market - was invaluable as we all worked as a team to get the costumes shipped across the Pacific to Las Vegas.

Once the costumes arrived at the show, The Mascot Organization took it from there, handling every detail to make sure their actors could expertly capture the spirit of our characters with the utmost professionalism.



Want to hire the Zoonicorn mascots for your own event?

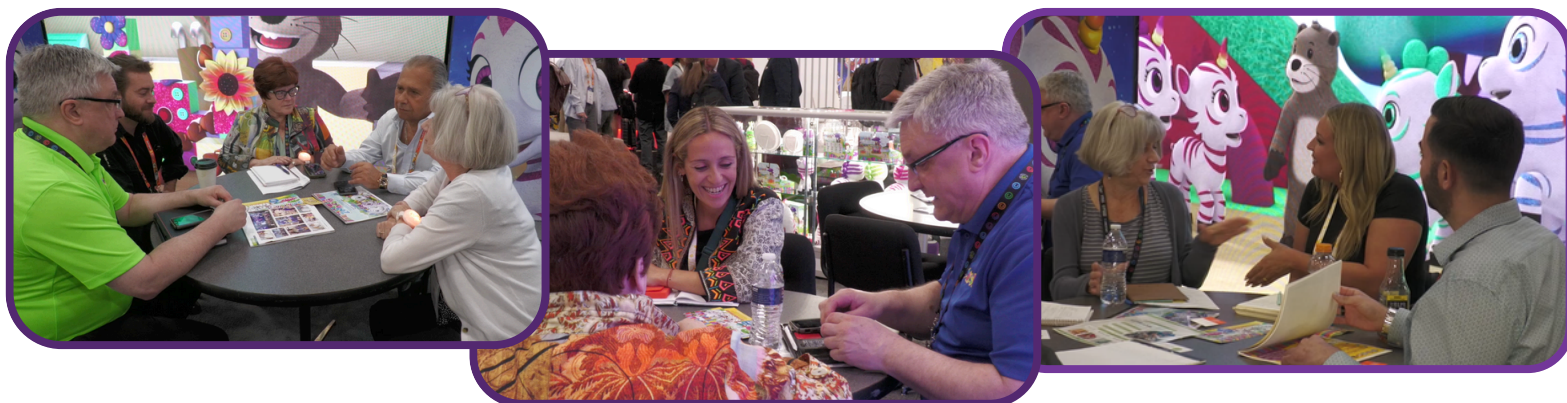
Just reach out to Janet Horowitz at The Mascot Organization or scan/click on the QR code below:



Zoonicorn Delivers Big at Licensing Expo 2025 (cont'd)

- **Exciting Connections & Promising Partnerships**

We were thrilled to connect with new, existing, and potential licensees, agents, and partners throughout the show. Each year, the momentum grows. This time, we met with several potential licensees ready to move forward immediately. We're now busy with follow-ups and can't wait to announce exciting new partnerships soon.



- **"Promi's Place" Welcomed Attendees to Licensing Expo 2025**

We proudly debuted "Promi's Place" in the Mandalay Bay Food Court just outside the show floor, officially opening the first morning. It quickly became a fun and welcoming hangout spot, with many show attendees stopping by to find their peers, meet their colleagues, snap a photo with Promi, or just relax before heading into the show.



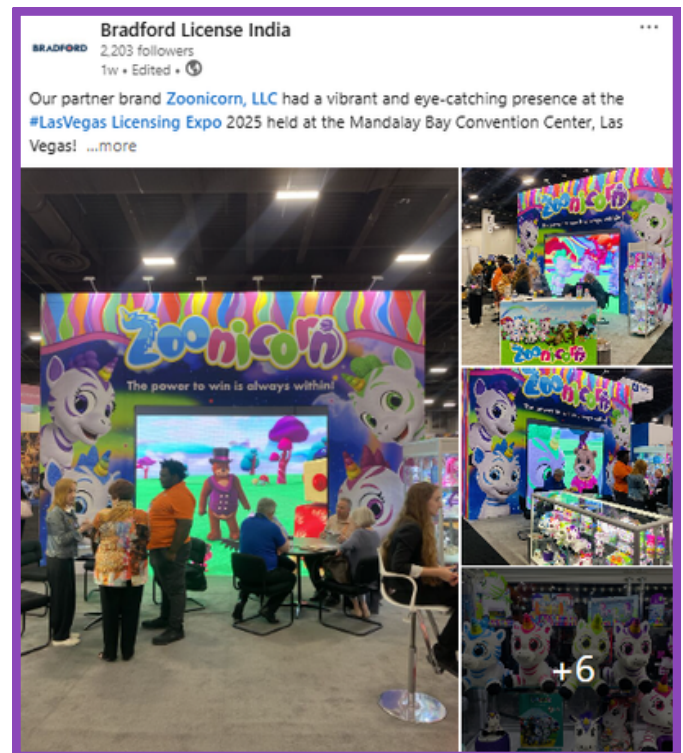
Say Hello to Our New Licensing Agents

We're excited to announce that Zoonicorn has officially partnered with Bradford License India and Asiana Licensing (South Korea), marking a major step in expanding our global licensing footprint!

It was a pleasure meeting with Ms. Ritu Marya, the CEO of Bradford License India, at Licensing Expo, to discuss our new partnership. As part of their initial launch strategy, they'll be debuting the first-ever Zoonicorn costumed characters in India (Aliel and Valeo) and organizing a mall-based activation featuring an interactive display and event - what a fantastic way to introduce Zoonicorn to the continent of India.

“ Zoonicorn is a one-of-a-kind property that blends entertainment with positive learning, making it an exciting addition to our portfolio. The brand's strong storytelling and universal appeal position it perfectly for licensing expansion across multiple categories in India.” ”

-Gaurav Marya,
Chairman of Bradford License India



We loved their wonderful LinkedIn post they shared highlighting our booth at Licensing Expo!

We also had a great meeting with Kim Yangsoo, CEO of Asiana Licensing, during Licensing Expo, where we discussed the growing potential for Zoonicorn in South Korea.

Kim shared valuable insights into current toy trends in the region, from small plush toys to childrens books, and we're excited about the possibilities ahead. With Asiana's expertise and market knowledge, we're looking forward to what's next for Zoonicorn in this dynamic and trend-savvy market.

We're also continuing our work with Maria Romanelli of Team Entertainment in Milan, helping bring Zoonicorn to families across Italy with her passion and expertise in the licensing space.

Exciting Licensing Product Updates

Zoonicorn toys from our master toy licensee, United Smile, distributed in the U.S. by Jay@Play, are officially available online at your favorite retailers — [Target](#), [Michaels](#), [Walmart](#), and [Kohl's](#) — with Amazon coming soon.



Available Now:

Michaels

KOHL'S Walmart



Big Events' giant Aliel parade balloon took to the skies at the Acapulco Parade in Mexico, turning heads and delighting families. The balloon is available to rent - bringing larger-than-life fun wherever it goes!

[Rent Here](#)



We're excited to announce that our licensed product from SRM Entertainment - the Aliel Zoonicorn Sip With Me® Cup - has been honored with the prestigious National Parenting Product Awards (NAPPA) seal!

[Read More](#)

Zoonicorn Levels Up on Social

We're excited to share that Zoonicorn has teamed up with The Wyld Bunch to supercharge our social media presence - all to help bring the power of Zoonicorn to more parents and children around the world!

As our new social media partner, The Wyld Bunch will lead strategy and content across key platforms, focusing on global audience growth, awareness, and engagement. They'll also be managing influencer campaigns, supporting product launches, amplifying retail promotions in collaboration with our licensees, and adding a WhatsApp Channel to our offerings.



“ We're proud to be working with the Zoonicorn team to bring their world to life across social. With support from our influencer network, we'll help drive reach and engagement for Zoonicorn in key markets. ”

-Paul Brunton, Founder of The Wyld Bunch



Make sure you are following Zoonicorn on social media and YouTube to join the adventure - and keep an eye out for exciting new content and campaigns coming your way!

