

License!

WHERE CONCEPTS COME TO MARKET

LEADING LICENSORS

Top 100 Licensors in 2004

17 Westinghouse ♦ \$1.9 B (est.)

Allan Feldman, President, LMCA (212) 265-7474

The Westinghouse brand is focused on key consumer and commercial categories that include: LCD TVs, lightbulbs, lighting, solar outdoor lighting, ceiling fans, small kitchen appliances, vacuum cleaners, heating/cooling, garage door openers, intercoms, and electrical accessories. ★

36 Frigidaire ♦ \$750 M

Philip Raia, EVP, LMCA (212) 265-7474

The company has built its licensee program around key categories such as central heating and air-conditioning (Nordyne). Sales at long-time licensee Nordyne have outpaced the industry tenfold since 1997. ★

59 Eastman Kodak ♦ \$200 M (est.)

Philip Raia, EVP, LMCA (212) 265-7474; Linda Latiuk, Director, Communications Licensing, Eastman Kodak (585) 724-2490

Eyeglass lenses from Signet are available in more than 100 countries at professional retail outlets and Kodak Kiosks. The Rose Art program of puzzles and scrapbook materials continues to be a retail success. The company has won numerous awards including the OLA Award of Excellence for "Best in Lens Design" for the Kodak Precise Progressive Lens. ★

86 Mack Trucks ♦ \$60 M Tim Orenbuch, Director, LMCA (212) 265-7474; Randy DeLillo,

Manager, Corporate Stores, Mack Trucks (610) 709-2601
Domestic and global initiatives are underway in the consumer and business-to-business categories, including two toy licensees and an expansive apparel line. Additional lifestyle accessories licensees are sought. Footwear sales continue strong. ★