



HOLLYWOOD

# Lights, Camera, Licensing....Hollywood has it all.



The most famous sign, the most famous sidewalk. It's more than just a stretch of concrete or nine white letters on a hill; they are two of the world's most evocative symbols.

Both are universal metaphors for ambition, success and glamour. They inspire dreams and influence culture and lifestyle all over the world. The town is Hollywood and where it goes, the world follows.

## LICENSING OPPORTUNITIES AVAILABLE

- Apparel
- Gift & Novelty
- Toys
- Interactive
- Health & Beauty
- Social Expressions
- Food & Beverage
- Permission Agreements (TV, Film, Print, Web)



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