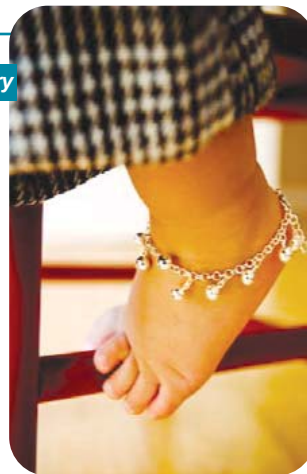


Count Your Blessings



American Apparel and **Sesame Street** team for a limited edition line of classic t-shirts marking Sesame Street's **40th anniversary**. In November, **Google** and **Sesame Workshop** celebrated with several original **Google Doodles** at the top of the search page. November 10 is Sesame Street's official anniversary day.

box with a jewelry pouch for convenient storage. Owner **Debbie Savage** built her company on a foundation of love and tradition, as the anklet is a traditional piece of Cambodian jewelry. BabyEmiJewelry.com.

"In this trying economy, a store owner is stressed beyond belief with slower traffic, limited consumer dollars and more," **Corey Glassberg**, president of **Top Trenz, Inc.**, says. "Our company has always prided ourselves on a guarantee program, where the store owner has 30 days to trial any of our items at no risk." Corey tells us that the nine-year-old Top Trenz is an industry leader in innovative tie dye products. "This program has helped small businesses develop a great tween line. Toy stores now can branch out of their comfort zones with apparel and other great items we carry." TopTrenz.com.

Rainbow Products recently launched the **only herbal, organic hand sanitizer for kids on the market**. Sold in Whole Foods, among other natural and health food stores in the United States, Canada, South America, Europe and Asia. RainbowResearch.com.

Bohemian-inspired dresses and separates from **Pink Chicken** are now just a click away. Shop the company's new online store at PinkChicken.com.

Baby Emi's Jingle Bells Anklet is made with sterling silver or 18k gold plate in a variety of sizes for children, packaged in a

Casper the Friendly Ghost celebrates 60 years with the debut of a hardcover graphic novel from **Dark Horse Comics**,

COMMUNION

5 piece white, navy, charcoal, black

Suits & Tuxedos

(infants to size 14)

tuxedos white, black

CHRISTENING

1-800-237-9966
call for catalog

<p><u>communion</u></p> <ul style="list-style-type: none"> dresses veils/tiaras headpieces irish versions 	<ul style="list-style-type: none"> gloves purses shawls keepsakes 	<p><u>christening</u></p> <ul style="list-style-type: none"> bibs shoes bibles blankets
		<ul style="list-style-type: none"> outfits keepsakes hankie bonnets irish versions

product licensing. The 13-year-old book series is targeted to preschoolers, written by **Alyssa Satin Capucilli** and illustrated by **Pat Schories**.



Doctors and researchers have identified traditional crib bumper pads as a health hazard and potential risk for suffocation or strangulation of infants for years. **Wonder Bumpers** from **Go Mama Go Designs, LLC** are different because they wrap each rail of the crib individually from top to bottom with a secure zipper closure. Available at GoMamaGoDesigns.com and specialty retailers nationwide.

Holiday music CD's created especially for the little ones are great last-minute stocking stuffers, like **My Baby Loves...Christmas**, created by husband-and-wife team **Charley and Susan Greenberg** and distributed by **Traffic Entertainment/The Orchard**. The series also includes anthologies of music from Michael Jackson, Madonna, and the hit of the 80s.

MyBabyLovesLullabies.com. **Nancy Stewart's** CD, **A Season for Singing**, combines holiday classics with original material, bringing a global sensibility to the spirit of the season.

NancyMusic.com. At California-based

Music For Little People, Christmas Favorites is the fifth offering of the company's "right-priced" Favorite Series, with holiday singalongs performed by children and grown-ups. MusicForLittlePeople.com.



Marvel Entertainment enters into a new multi-year licensing deal with

Elmer's Products' kids division, **GiddyUp**, to produce and market a range of products based on Marvel's Super Hero Squad, Spider-Man and Marvel Studios' feature films Iron Man 2 and Thor.

The Upper Deck Company signs a multi-year licensing deal with **Hit Entertainment** to produce a line of **Thomas & Friends** trading cards including stand-up and sticker trading cards available at retail in late 2010, as part of Thomas' 65th anniversary.

Varsity, a cheerleading and dance team apparel company, names **Cookie Jar Group** as its exclusive licensing agent and entertainment partner beginning in 2010. **Copyright Promotions Licensing Group (CPLG)** is handling all worldwide licensing for Varsity, while **Cookie Jar Entertainment** is developing live-action and animated original programming.

The **Infantissima** line is Made in the USA and recently added sleep sacks and diaper covers. The use of sleep sacks is one of the recommended methods of covering the baby to prevent the possibility of S.I.D.S. Infantissima.com.



Copyright Promotions Licensing Group (CPLG), the North American licensing agent for **Lucha Libre USA** and the **Lucha Libre AAA league**, appoints **Playmates Toys** as the master toy licensee for the wrestling brand, producing the first official Lucha Libre AAA toy and collectible line, set for release in fall 2010.

Andrea Strauss is promoted to **VP/Nickelodeon Consumer Insights**, continuing to serve as the in-house expert on the lifestyles and attitudes of kids/teens/young adults/parents.

Ethical fashion from the Himalayas launches in the U.S. with **Eternal Creation**, a range of baby's children's

HABA®

Inventive Playthings

Showrooms

- Dallas -
Eureka 8220 Atrium, 8th Floor
- Los Angeles -
Bozeman Assoc. 355B
- Seattle -
Arlene Oom & Co. Suite 291
- Minneapolis -
Gift Mart - Square 1, Red 233
- Atlanta - AmericasMart
Toys South. Bldg 2 West Wing,
Ste. 768B/794A



Request your
free HABA catalog!

Call 1-800-468-6873
or visit www.HABAusa.com