



## **Jill K. Cook Joins The Licensing Shop Inc.**

### **Heading up Retail Business Development for Moose Toys Brand Licensing**

**(Toronto – April 25, 2018)** – The Licensing Shop Inc. is pleased to announce that Jill K. Cook has joined the TLS team responsible for the retail business development of Moose Toys’ Shopkins™ and Pikmi Pop Surprise!™ licensing programs. Jill has an impressive background in licensing with an emphasis on children’s lifestyle and entertainment brands having been the Director of Retail Business Development at Sanrio and the Director of Retail Development at Mattel. Most recently Jill was the Vice President of Licensing for Fender Musical Instruments Corp.

Steve Fowler, President of The Licensing Shop Inc. comments, “Jill has an impressive reputation for being creative, professional and very strategic in her approach to business development. Her 14+ years of experience with children’s entertainment and toy brands from Mattel and Sanrio will be a great asset contributing to the work we are doing for Moose Toys.”

### **About The Licensing Shop Inc.**

Founded in 2006, The Licensing Shop Inc. (TLS) is a brand licensing agency specializing in the strategic development of consumer product programs based on the trademarks and intellectual property for clients in the fashion, corporate, media and entertainment businesses. Led by principals Nancy and Steve Fowler, who each have over 25 years of experience in the licensing and entertainment businesses, TLS focuses on extending brands into licensed products creating new revenue streams for clients in addition to the incremental marketing benefits of reaching new consumers.

The Licensing Shop and Moose Toys will be exhibiting at the upcoming International Licensing Expo at booth E214. For an appointment, please contact The Licensing Shop Inc., Nancy Fowler, (416) 322-7300, [nancy@thelicensingshop.com](mailto:nancy@thelicensingshop.com).

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Attachment: Jill K. Cook Headshot