

Royalties

the journal of the licensing industry



DIMENSIONAL BRANDING GROUP FORMS NEW DIVISION

Dimensional Branding Group (DBG) announced that it has formed a mergers and acquisitions advisory division within DBG called Dimensional Branding Advisors (DBA). DBA brings toy industry acumen, a team of licensing industry experts, and an active network of buyers and sellers to its clients. BA plans to counter the traditional mergers and acquisitions process and model that has typically been managed by investment bankers and various non-toy industry experienced professionals. According to DBA, understanding play patterns, current retail and industry market conditions, and intellectual property value are the intangibles for successful transactions.

APPROVED
Are you?