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## Licensing Program Launches for Actor Tony Curtis

Fame Farm licensing and marketing firm is behind a new program push for actor and visual artist Tony Curtis.

As agent, Fame Farm will look to expand the Tony Curtis brand in categories such as publishing, apparel, fashion accessories, home products, gifts, novelties, collectibles, stationery, branded food and beverages and personal care products.

Curtis will be appearing at the upcoming Licensing International Expo at the Mandalay Bay Hotel and Resort in Las Vegas on June 3. His artwork and copies of his memoir *American Prince* will be showcased at the event taking place from June 2 to 4.