

THE LICENSING BOOK®

BUILDING BUSINESS THROUGH PARTNERSHIPS

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LICENSING SHOW

CHARACTER AND ENTERTAINMENT

Tony Curtis Appoints Licensing Agency Fame Farm

Tony Curtis has appointed Fame Farm exclusive global consumer products and promotional licensing agency.

Tony Curtis's body of work includes starring roles in *Spartacus*, *Houdini*, *The Defiant Ones*, *Operation Petticoat*, *Sweet Smell of Success*, and *Some Like It Hot*. Also a visual artist, Tony Curtis creates impressionistic paintings, drawings, and assemblages.

Fame Farm will supervise strategy, licensing partnerships, product and promotional development, brand marketing, consumer messaging, and creative services. The global business for the Tony Curtis brand will be developed within consumer goods licensing categories including published materials, apparel, fashion accessories, home products, gifts, novelties and collectibles, stationery and paper products, branded food and beverages, and personal care products.

The Tony Curtis Licensing Program embraces non-profit organization Shiloh Horse Rescue and Sanctuary, founded by Curtis and his wife Jill, and will develop unique cross-promotional licensing and marketing opportunities in support of the work at Shiloh.

In support of the launch of his licensing program, Curtis will make an appearance at the Licensing Show on June 3, from 11 am to 2 pm. Curtis's artwork and copies of his memoir, *American Prince*, will be available.