

# Crayola LLC in Personal Accessories (USA)

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## Abstracts

Crayola seeks to reach more children through partnerships with Mattel and Nickelodeon, which lead to licensed products, and are extensions of Crayola's strong ties within the realm of children's toys, games, arts and other experiences. The company is constantly trying to find new ways for it to expand its brand's colouring expertise into other arenas.

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