

JAKKS Pacific Inc in Toys and Games (USA)

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Abstracts

JAKKS Pacific is working to catch up to the other toy companies in licence acquisition and grow its brands to become integrated entertainment powerhouses in order to continue growth. Having lost three of its strongest-performing licences – WWE and Disney Princess to Mattel in 2010, and Care Bears to Hasbro in 2009 – the company managed to recover somewhat by obtaining the Ultimate Fighting Champion licence and by retaining the Disney Fairies licence. In July 2012, JAKKS announced that it had...

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