



HP Licensed Content Relationships

Overview

HP offers an unrivalled portfolio of online web-to-store assets for on-demand publishing of popular licensed printable content based on more than 20 relationships with, and 300 properties from a variety of popular entertainment, music, sports and publishing brand powerhouses, including the National Basketball Association (NBA), National Hockey League (NHL), Live Nation, Dr. Seuss, Norman Rockwell, Marvel Comics, Star Trek (CBS), Nickelodeon, Sesame Workshop, Sony Music, Getty Images, National Geographic.

HP works with these world-class content partners and others to distribute through HP web and in-retail locations a content catalog of print merchandise and to power online storefronts making brand-specific content catalogs of merchandise available to be ordered and printed on demand for convenient home delivery or retail pickup. With worldwide consumer spending on licensed merchandise exceeding \$100 billion annually,⁽¹⁾ HP's web, print service provider-based and retail on-demand publishing technology with licensed content enables retail partners to tap into this lucrative market to offer new types of creative output – achieving growth and success in their photo center operations.

As a result of these relationships, consumers can access, create and order customized products online or in retail stores with the HP Photo Center in more than 200 themes across up to 18 creative photo product templates,⁽²⁾ such as posters, calendars and greeting cards. With this licensed content, HP has the ability to design and make available compelling photo themed and print merchandise including poster prints, greeting cards, note cards, invitations and other types of stationery, hard and soft cover photo craft albums, calendars, mouse pads, mugs, apparel, address labels, postage stamps, gift tags, skins and wall adhesive appliques, as well as holiday ornaments.

To order printable merchandise, consumers can visit participating retailers such as Meijer in the Midwest, or go online today to youneek.com powered by HP – a one-of-a-kind online marketplace for enthusiasts – along with HP partner sites such as the [Dr. Seuss Shop](http://Dr.SeussShop.com) and the [NBA Photo Store](http://NBAPhotoStore.com).

Featured licensed content partners

Consumers can select from an ever expanding range of unique merchandise or create their own customized products through HP's licensing relationships with

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partners in the following categories:

- Entertainment
 - CBS: The complete Star Trek imagery beginning with the iconic 1960s television show with Captain Kirk and Spock; to each series from the 1980s through the 2000s and all movies in between—including the latest Star Trek blockbuster movie.
 - Cookie Jar Entertainment: Features popular children’s characters including Strawberry Shortcake, Calilou and Inspector Gadget.
 - Dr. Seuss: The collection includes a wide range of customizable unique posters and greeting cards based on beloved Dr. Seuss characters from the author’s 41 books, including The Grinch, Cat in The Hat and Green Eggs and Ham.
 - Marvel Entertainment: Features the complete Marvel Comics’ classic and extreme collection of superheroes and villains ranging from Iron Man, the Hulk, Spider-man, Captain America, Wolverine, X-Men and many more.
 - Nickelodeon: Based on popular properties including SpongeBob SquarePants, Dora the Explorer, Go Diego Go!, Ni Hao Kai-Lan, Blue’s Clues and many more.
 - PBS / PBSkids: Includes more than 50 characters from PBSkids including young children’s favorite Zaboombafoo.
 - Scholastic Media: Features childhood favorites such as Clifford the Big Red Dog, GooseBumps and WORDGIRL
 - Sesame Workshop: Features Sesame Street’s endearing Muppets such as Big Bird, Oscar the Grouch, Cookie Monster, Elmo and more.
 - Weekly World News: Consumers will be able to put themselves (or anyone else) into the iconic and wacky tabloid designs, featuring Bat Boy and other characters.
- Music
 - Live Nation: Features print merchandise such as posters and greeting cards, from popular artists such as Black Eyed Peas, Bruce Springsteen, Coldplay, Kings of Leon, KISS, Lil Wayne, Madonna, Miles Davis, Shakira, the Who, U2 and dozens more.
 - Sony Music Entertainment: Features Sony’s legacy artists such as Miles Davis, Bob Dylan, Johnny Cash, Duke Ellington and Aretha Franklin.
- Sports
 - National Basketball Association (NBA): HP has extended its larger



technology alliance with the NBA to a wide range of unique ready-to-order and customizable merchandise for all NBA teams and leading players.

- National Hockey League (NHL): Fans will have access to a variety of exclusive content from the NHL Photo Store featuring their favorite teams and players.
- Art and Photography
 - Curtis Publishing: Features Norman Rockwell's famous The Saturday Evening Post cover illustrations, which recall a simpler, more nostalgic time in the American experience.
 - Getty Images: A vast array of professional imagery from the world's largest photography libraries.
 - NASA / Internet Archive: Features iconic images ranging from NASA's Apollo Moon Landings, Space Shuttle and Mars Rover.
 - National Geographic: Award-winning photographic imagery spanning the globe from the world famous vaults.
- (1) Based on a Summer 2009 Research Study by The Licensing Letter, EPM Communications.
- (2) Merchandise varies based on participating content provider's assets.

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