



As a 10 year-old boy at heart, Ben 10 allows every boy to believe that they too can embrace the unexpected by capturing the power of the Omnitrix, transform into different alien heroes and boldly declare “It’s Hero Time!”

Ben 10 reinvents what it means to be a boy- focused “action” property, from a boy’s POV. The unique emphasis on transformation allows our audience to interact in an emotionally relevant way via toys, games, and on-screen, to drive revenue across categories. An amazingly successful cartoon series based on the adventures of extremely popular character Ben Tennyson which has captivated and won the hearts of kids in every part of the world and has set the benchmark for kids’ shows.

The show and the characters’ success have translated into mammoth commercial opportunities, with demand for Ben10 official merchandise and products sky rocketing throughout the globe making it one of the most sought after licensing programs in the world.



# It's HERO TIME!

<b>\$4.5 BILLION IN SALES</b>		
<b>100 MILLION TOYS</b>		<b>12.5 MILLION DVDS</b>
<b>8 MILLION GAMES</b>		



### Desired Licensee Profile:

- Enhance the goodwill and reputation of the brand
- Develops quality products to meet fan demand in the given territory
- Complies with the brand’s requirements for product approvals
- Markets their product to achieve maximum potential sales
- Provides quarterly reports of sales and royalties and annual business plans

**Categories Available:** Apparel & Accessories, Publishing, Toys & Games, Gifts & Novelties, Back to School, Footwear etc.