

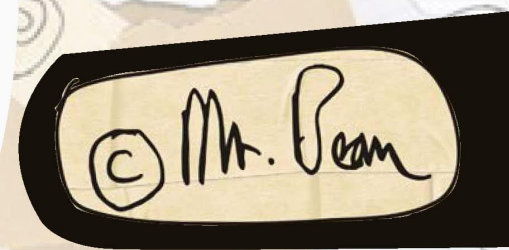
Mr. Bean is a slightly oddball brilliant* character with a unique way of approaching everyday problems in a roundabout way. He has a warm heart (when it comes to teddy), some great ideas (or at least he thinks so!) and an otherwise never-ending resource of impatience and opinions. While he doesn't speak very much he loves to write down all of his thoughts, and has an exceptional ability to compose terrible poetry and design pointless inventions which only ever get him into trouble. He considers himself to be very clever.

Based on Mr. Bean's questionable talent for designed coupled with his reluctance to spend any money at all you will find all the resources in here you need to make hilarious, home-made looking products and packaging. "There are few properties that are attractive to both children and adults, Mr. Bean is one of those." Mr Bean which already has a huge fan following in India, thanks to the success of live and animated television series, it has now reached India with incredible opportunities for local partners and licensees.



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, Gaming and New Media, Toys & Games, Gifts & Novelties, Back to School etc.