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Press Release Category: Character Licensing Business (Japan)

To Press Media Representatives

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**ZenWorks, Inc. and Hal Creative Studio, Inc. Seek Licensees
for Simon's Cat and Kukuxumusu.**

The popular characters from Europe are now available in Japan for the first time.
Online brand presentation orientation for licensees on Friday 25 June.



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Tokyo-based ZenWorks Co., Ltd. in partnership with Hal Creative Studio have launched the first licensing agency in Japan for Simon's Cat and Kukuxumusu, two popular properties hailing from Europe.

ZenWorks is a Japan and international market licensing agency and consultancy headed by Roger Berman. Hal Creative Studio is a licensing agency managed by Harutoshi "Hal" Saito whose services include product planning.

The two companies will joint develop and recruit licensees for a wide range of merchandise and promotions.

Simon's Cat, owned globally by French media firm, Banijay, is a worldwide phenomenon, seen in over one hundred countries, with seven million fans on Facebook, two million followers on Instagram, and more than one billion views on YouTube.

Created by award-winning British illustrator, animator and director, Simon Tofield, Simon's Cat features the hilarious antics of a mischievous white cat and his long-suffering owner Simon. First seen on YouTube in 2008, the Simon's Cat brand enjoys international success across multiple categories including gaming, publishing, and apparel.

Kukuxumusu is a Spanish design brand and factory of ideas and drawings. Kukuxumusu's design archives stretch over twenty-years and contain a vast and rich collection of over one thousand

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animals illustrations and fifteen thousand designs. The follies and ideals of humanity are represented by unique animals as characters that are cynical yet humorous.

ZenWorks and Hal Creative Studio will host an online brand presentation (Japanese-language) on Zoom on Friday, 25 June from 16:00. Companies interested in learning more about licensing opportunities in Japan are welcome to attend. Zoom URL details will be emailed in advance of the presentation. Registration [here](#).

- Simon's Cat Official Website : <https://simonscat.com>
- Simon's Cat YouTube Channel: <https://www.youtube.com/channel/UCH6vXjt-BA7QHl0KnfL-7RQ>
- Simon's Cat Japanese-language web pages:
 - ZenWorks <https://www.zenworks.jp/simonscat.html>
 - Hal Creative Studio <https://www.halcreativestudio.info/s>
- Kukuxumusu Official Website : <https://kukuxumusu.com/en/>
- Kukuxumusu Japanese-language information pages
 - ZenWorks <https://www.zenworks.jp/kukuxumusu.html>
 - Hal Creative Studio <https://www.halcreativestudio.info>

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About ZenWorks

Tokyo-based ZenWorks Inc. provides comprehensive brand licensing development, consulting, market entry, communication, and coordination services for the Japanese and global licensing industries. The company has developed licensing programs for a broad portfolio of brands across sports, outdoor, fashion, lifestyle, character, art and design brands. ZenWorks' current and past brand roster represents some of Japan's most popular brands including the V&A, Slazenger, Title Boxing, and No Fear. The company also consults internationally for Benesse Corporation's Shimajiro and Kikkoman Corporation. www.zenworks.jp

About Hal Creative Studio

Hal Creative Studio delivers a wide range of experience in character product planning, design, coordination, character selection for commercial products, license negotiations, and sales channel development. The company also specializes in comprehensive planning ideas and consulting from the consumer's perspective. The company president, Hal Saito, has been involved in the licensing industry for forty years, and his strength lies in his role as a hub that utilizes his business network and information gathering ability. www.halcreativestudio.com

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