

EXCLUSIVE LICENSE TO

# EBONY

## OPPORTUNITY TO SERVE AS EXCLUSIVE LICENSEE OF “EBONY” AND “EBONE” FOR USE IN FASHION, COSMETICS, AND PERSONAL CARE

Hilco Streambank is marketing for sale certain rights of licensee, Johnson Publishing Company, under an exclusive, worldwide, royalty-free, sublicensable license to numerous trademarks and domain names containing “Ebony” and “Ebony” for commercial use in the fields of fashion, cosmetics, and personal care. The current licensor is Bridgeman Sports and Media, LLC.

**BID DEADLINE** February 1 at 1:00 pm  
ET / 12:00 noon CT

**AUCTION** February 3 at 12:00 noon  
ET / 11:00 am CT

## KEY FEATURES OF THE LICENSE<sup>1</sup>

**EXCLUSIVE • WORLDWIDE • ROYALTY-FREE • RIGHT TO SUB-LICENSE**

The license agreement exclusively authorizes the licensee to utilize numerous trademarks and more than 100 domain names that include the words “Ebony” or “Ebony” in connection with the manufacture, display, advertising, promotion, labeling, sale, marketing, and distribution of products and services (including e-commerce) in the following fields:



**COSMETICS**



**PERSONAL CARE**



**FASHION**

## BRAND HERITAGE AND OPPORTUNITY

The iconic brand Ebony owes its provenance to Johnson Publishing Company, founded in 1942 by the late Eunice W. Johnson and John H. Johnson. Once the largest Black-owned publishing firm in the United States, Johnson Publishing enjoyed immense success with the Ebony brand, utilizing it to speak to an underserved Black American middle-class for the first meaningful time in modern American history.

Market trends project strong growth in the fashion, cosmetics, and personal care industries, and also indicate that the buying power of people of color is increasing at rates higher than other groups. These positive market trends, coupled with the Ebony brand’s deep cache of strong and persisting awareness amongst a massive and loyal market, all represent substantial opportunity for the exclusive Ebony licensee.

### TIMELINE OF EBONY & LICENSE TO JOHNSON PUBLISHING

#### ◆ OCTOBER 1976

“Ebony” trademark in cosmetics and related goods and services is registered in the United States.

#### ◆ MAY 2016

Johnson Publishing sells *Ebony Magazine* and *Jet Magazine* to Ebony Media Operations, LLC (EMO). Sale includes license agreement that provides exclusive, worldwide, royalty-free license to Johnson Publishing for use of intellectual property containing the words “Ebony” or “Ebony” in categories of fashion, personal care, and cosmetics.

#### ◆ APRIL 2019

Johnson Publishing files for bankruptcy protection in Illinois.

#### ◆ JULY 2020

Involuntary bankruptcy petition filed against EMO in Texas.

#### ◆ DECEMBER 2020

Texas bankruptcy court approves sale of certain assets from EMO to Bridgeman Sports and Media, LLC, preserving the rights of the Johnson Publishing chapter 7 estate under the license agreement.

#### ◆ DECEMBER 7, 2021

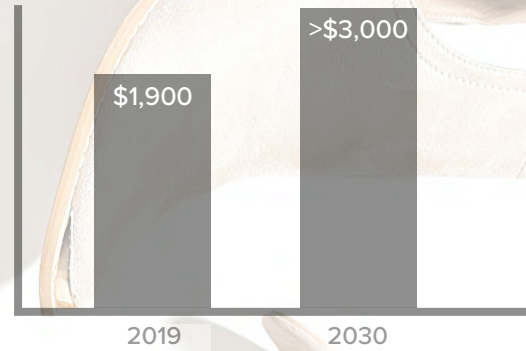
Chicago bankruptcy court approves bid procedures and schedule for the auction of the bankruptcy estate’s license rights to “Ebony” and “Ebony”.

<sup>1</sup>Disclaimer: The acquirer of this license will not thereby obtain rights to *Ebony Magazine*, *Jet Magazine*, Fashion Fair, or [www.fashionfair.com](http://www.fashionfair.com). Further, neither the acquirer nor any of its affiliates shall be permitted to directly or indirectly use, license, authorize the use of, or apply to register “Johnson Publishing Company”, “JPC”, “Johnson Publishing”, or “Fashion Fair” (including “Ebony Fashion Fair”) in connection with cosmetics, personal care products or services and/or fashion shows, except that an acquirer retains the rights it or its affiliates may have with respect to “Ebony Fashion Fair” pursuant to any agreement to which it or such affiliate is a party or otherwise pursuant to applicable law. FFair Acquisition reserves any rights that it may have under any agreement to which it is a party or otherwise pursuant to applicable law with respect to “Fashion Fair” generally.

## GLOBAL BEAUTY AND PERSONAL CARE MARKET<sup>2</sup>



## GLOBAL APPAREL AND FOOTWEAR RETAIL SALES<sup>3</sup>



## BLACK AMERICANS' BUYING POWER



**\$1.4 TRILLION**  
BUYING POWER  
IN 2019<sup>4</sup>

**48.1% INCREASE IN**  
BUYING POWER  
FROM 2010-2019<sup>5</sup>

**19% HIGHER SPEND**  
THAN TOTAL MARKET  
ON PERSONAL SOAP  
AND BATH PRODUCTS<sup>6</sup>

**90% OF ENTIRE**  
ETHNIC HAIR AND  
BEAUTY AIDS  
CATEGORIES<sup>7</sup>

*The license agreement's authorization extends to numerous trademarks in territories throughout the world.*



<sup>2</sup> "Global Beauty and Personal Care Market, By Product Type, By Distribution Channel, By Region, Competition, Forecast and Opportunities, 2026," *TechSci Research* (June 2021).

<sup>3</sup> M. Shahbandeh, "U.S. Apparel Market – Statistics & Facts," *Statista* (Apr. 2021).

<sup>4</sup> Jeffrey M. Humphreys, *The Multicultural Economy 2019*, Selig Center for Economic Growth, University of Georgia (2019).

<sup>5</sup> *Id.*

<sup>6</sup> "It's in the Bag: Black Consumers' Path to Purchase," *Nielsen* (Sept. 2019).

<sup>7</sup> *Id.*



**BID DEADLINE** February 1 at 1:00 pm  
ET / 12:00 noon CT

**AUCTION** February 3 at 12:00 noon  
ET / 11:00 am CT

The sale is being conducted by Miriam R. Stein, the Chapter 7 Trustee of the bankruptcy estate of Johnson Publishing Company, LLC, and is subject to Bankruptcy Court approval. Contact Hilco Streambank to learn more.

4

**Gabriel Fried**  
617.458.9355  
gfried@hilcoglobal.com

**Richelle Kalnit**  
212.993.7214  
rkalnit@hilcoglobal.com

**Jordon Parker**  
719.821.0894  
jparker@hilcoglobal.com