

THE SMILEY COMPANY



PROPERTIES AND BRAND PRESENTED

As one of the world's top 100 licensors, The Smiley Company works with over 260 licensees and best-of-class retailer partners globally, to bring the iconic Smiley, SmileyWorld and Rubiks Cube brand across children's and adult fashion, home, FMCG and entertainment. For over 45 years Smiley has shaped the way we share happiness and express ourselves through iconic and creative products. Today, Smiley has become more than just an icon, but a brand and a lifestyle, reminding people just how powerful a smile can be. The Smiley trademark is registered in over 100 countries and in more than 13 product categories.

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