

Briefs: Microsoft in licensing deal with 4Kids

January 17 2006

Microsoft Tuesday signed on 4Kids Entertainment as its licensing agent for Microsoft Game Studios.

The representation will include all broadcast, home video, music and merchandise licensing rights.

Ed Ventura, director of franchise development at Microsoft, said in a news release, "We are excited to explore the opportunities our collective efforts can create when we combine 4Kids's proven expertise in bringing engaging children's properties to life with Microsoft's leadership and knowledge of interactive entertainment."

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