

BRANDS/TRADEMARKS

## Brands Unlimited is sweet on M&Ms

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It's all about sweet beginnings for Brands Unlimited International LLC, as the Ridgewood, NJ-based company readies the first of its consumer electronics and lifestyle products.

Armed with the M&M brand candy characters, the company will roll out 14 fun and functional gadgets including FM scan radios, LED desk lamp, computer light, computer fan, computer hub, mug warmer, goose neck lamp, AM/FM digital alarm clock radio and AM/FM shower radio.

"Our goal is to market high-quality and highly-affordable consumer products, featuring iconic global brands, and we're thrilled to welcome M&M's as our first license," said Rich Rahmlow, executive vice president for Brands Unlimited and a consumer electronics and licensing industry veteran who most recently served as vice president and managing partner for Polyconcept USA. "Brands Unlimited's innovative introductory line is packed with practical features and enhanced by the distinct personalities of the universally-appealing M&M's characters."

The company's deal with Mars Inc. will be expanded next year with a dozen additional products that will also be available at mass market, drug, grocery and specialty stores nationwide.

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