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will be Brands at Play in 2024. In support, this monthly column is dedicated to cutting-edge strategy, business and trends in gaming, sports and toy licensing. THE CHANGEMAKERS

### © License Global explores how companies and individuals are making an impact through sustainability, diversity

others to follow suit. **TRENDING** © Whether it's reporting on trends when they emerge, or placing a specific category in focus each month, the

License Global Trending series is a deep dive into the

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