Katten Advises Authentic Brands Group in Connection With Its Acquisition of the Care Bears Brand

August 20, 2026

Katten represented global brand and entertainment platform Authentic Brands Group (ABG) in connection with its acquisition of the Care Bears brand, a long-running staple of family entertainment, and related rights. The deal represents ABG's debut in the family entertainment space and its first character franchise, integrating a widely recognized brand into ABG's model of scaling intellectual property through media, live offerings and commerce around the world.

Originally launched in the early 1980s as a greeting card concept, Care Bears has grown into a franchise generating upward of $12 billion in cumulative retail sales, with a global audience reach across more than 190 markets in 26 different languages, and backed by over 500 licensing collaborators and an ongoing lineup of digital shorts, video games, in-person events and film. Through its Authentic Studios and Authentic Live divisions, ABG plans to build out the franchise with fresh storytelling, wider audiences and new fan-facing experiences.

The cross-practice Katten team across multiple offices, led by Corporate Partner Ilana Lubin and Intellectual Property Partner Jessica Kraver, included Corporate Associates Julia Brook, Julie Park and Miriam Wang; Intellectual Property Partner Karen Artz Ash and Associate Alexandra Caleca; Corporate Partner and Head of Employment Transactions Michelle Gyves; London Managing Partner Christopher Hitchins; Counsel Emery Lyon; Employee Benefits and Executive Compensation Associate Leslie Nash; Transactional Tax Planning Partners Todd Hatcher and Meredith O'Leary and Associate Dan Collins; Real Estate Counsel Abraham Salander; and Financial Markets and Funds Senior Associate Brigitte Weaver.

"Authentic Signs Definitive Agreement to Acquire Care Bears, Expanding its Entertainment Platform into Character IP," Authentic, June 30, 2026

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