

LOTERIA



6 LA SIRENA
The Mermaid: Don't get dizzy with the songs of the mermaid.



7 LA ESCALERA
The Ladder: Climb me step by step, you don't want to be slipping up.



8 LA BOTELLA
The Bottle: The tool of the drunk.



9 EL BARRIL
The Barrel: The bricklayer drank so much that he ended up like a barrel.



10 EL ARBOL
The Tree: He that seeks the shelter of a good tree, good shade covers him.



11 EL MELON
The Melon: Leave it or take it.



17 EL BANDOLON
The Big Mandolin: The mandolin Simon is playing his big mandolin.



18 EL VIOLONCELLO
The Cello: Cussing he went up to Heaven, and because he wasn't a violin, he had to be a cello.



19 LA GARZA
The Heron: On the other side of the river I have my sandbar where my brown honey sits with her sweet lips.



20 EL PAJARO
The Bird: You've got me jumping, like a bird on a branch.



21 LA MANO
The Hand: The hand of a criminal.



22 LA BOTA
The Boot: One boot is the same as the other.



28 LA SANDIA
The Watermelon: John's pot with a can't from to much watermelon.



29 EL TAMBOR
The Drum: Don't wrinkle old leather, because I want you for my drum.



30 EL CAMARON
The Shrimp: The shrimp that goes to sleep is carried off by the current.



31 LAS JARAS
The Arrows: The arrows of the Indian Adam, let their mark.



32 EL MUSICO
The Musician: The musician with a rubber mouth, does not want to play for me anymore.



33 LA ARANA
The Spider: Start with brass, just don't let her get to me.



39 EL NOPAL
The Cactus: To which all go to see when they have to eat.



40 EL ALACRAN
The Scorpion: He that sleep with his tail.



41 LA ROSA
The Rose: Rose, Rose, Rose, Rose.



42 LA CAMPANA
The Bell: The bell and you underneath.



43 LA CALAVERA
The Skull: While passing the cemetery, I found a skull.



44 EL CANTARITO
The Pitcher: The pitcher goes so often to the water, [that it breaks].



50 EL PESCADO
The Fish: He who dies by the mouth.



51 LA PALMA
The Palm Tree: Palm tree climber go up the tree and bring me down a real coconut.



52 LA MACETA
The Flowerpot: who ever is born to be a flowerpot will never leave the corridor.



53 EL ARPA
The Harp: My mother-in-law's old harp is too old to play.



54 LA RANA
The Frog: Upon seeing the green frog how high your voice jumped.

LICENSING PRESENTATION



LOTERIA

LOTERIA is the number one selling board game in Mexico, is played throughout Latin America, and is a favorite of families in the U.S.

Although similar to Bingo, the LOTERIA playing cards are filled with distinctive illustrations rather than numbers or letters. This artwork has been used for the past 100 years, and is known as the Don Clemente version.

These illustrations, created by local Mexican artists in a style that has achieved folk art status in the Latin markets, are available for licensing. The colorful and imaginative artwork of the cards can be licensed as all 54 cards or individually.

Housewares, apparel, domestics, gifts and publishing are just some of the categories ideal for licensing.

CATEGORY: Lifestyle

PROPERTY DESCRIPTION: Artwork of the 54 play cards of the historic board game LOTERIA

TARGET MARKET: Adults/Families



LOTERIA GAME

Loteria Cards (54 Images)

54 images, January 2016



21



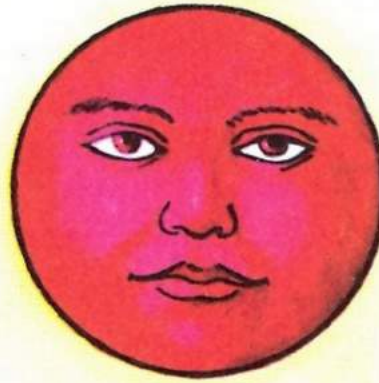
LA MANO

19



LA GARZA

46



EL SOL

6

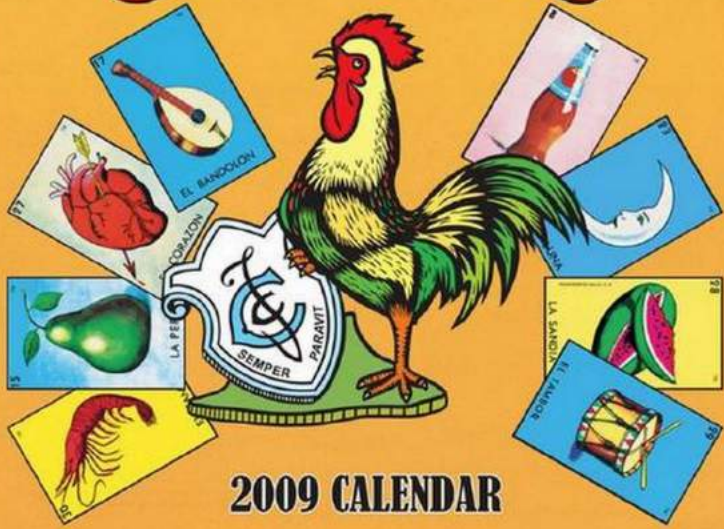


LA SIRENA



LA LUNA

LOTERIA



LOTERIA PRODUCTS



PIGMENT & HUE

Giant Floor Puzzle

LOTERIA

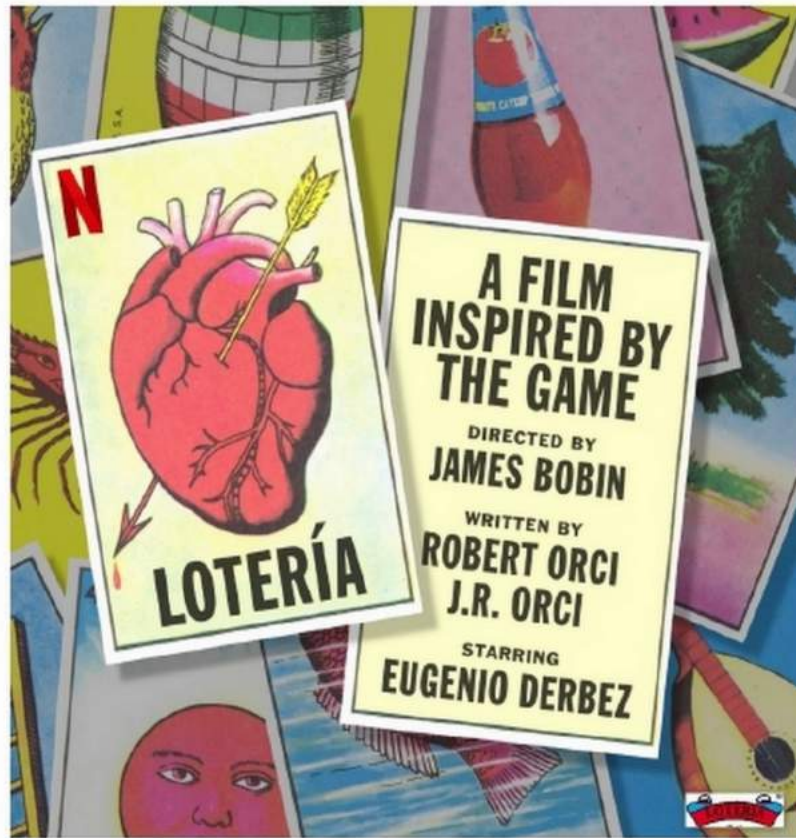
JUEGO DE LOTERIA

24 pieces this BIG!

18" x 24"

5	10	15	TABLA
 EL PARAGUAS	 EL ARBOL	 LA PERA	 EL PAJARO
21	23	27	28
 LA MANO	 LA LUNA	 EL CORAZON	 LA SANDIA
29	35	41	42
 EL TAMBOR			

LOTERÍA THE MOVIE



Eugenio Derbez (*Instructions Not Included*, *Overboard*) will star and produce Netflix's *Lotería*, a family film inspired by the titular card game popular in Latin America and the United States.

The actor and comedian will portray a recently widowed father who discovers an old family deck of Lotería Don Clemente cards comes to life while trying to bond with his kids that take the family on a global adventure. While uncovering the secrets of the deck, they have to steer clear of a mysterious business magnate with devious plans.

Similar to bingo, Lotería Don Clemente is a popular game of chance that uses a 54-card deck with colorful images instead of numbered balls. Players use a board featuring a grid of 16 images (four images in rows of four) to be marked with a chip—oftentimes pinto beans are used—as the caller announces the name of a card. Whoever claims all the images called making the predetermined pattern first, wins the game.

LOTERIA JUNIORS



LOTERIA MENS





ACCESSORIES

KEYCHAIN



DAD HAT



VOTIVE PRAYER CANDLE



RUG



TOWEL



TOTE



PLUSH BLANKET



CLUTCH POUCH



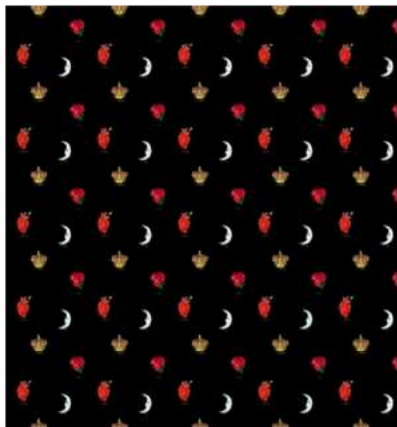
LABELS



HANG TAGS



PATTERNS





**THE
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