

ADVENTURES IN CHILDHOOD

Adventures in Childhood connects modern intellectual property law and practice with a history of consumption. Structured in a loosely chronological order, the book begins with the creation of a children's literature market, a Christmas market, and moves through character merchandising, syndicated newspaper strips, film, television, and cross-industry relations, finishing in the 1970s, by which time professional identities and legal practices had stabilised. By focusing on the rise of child-targeted commercial activities, the book is able to reflect on how and why intellectual property rights became a defining feature of twentieth century culture. Chapters trace the commercial empires that grew around *Alice in Wonderland*, *Peter Rabbit*, *Meccano*, *Felix the Cat*, *Mickey Mouse*, *Peter Pan*, *Eagle Magazine*, *Davy Crockett*, *Mr Men*, *Dr Who*, *The Magic Roundabout* and *The Wombles* to show how modern intellectual property merchandising was plagued with legal and moral questions that exposed the tension between exploitation and innocence.

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Adventures in Childhood

INTELLECTUAL PROPERTY, IMAGINATION AND THE
BUSINESS OF PLAY

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CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press & Assessment
 978-1-108-72534-7 — Adventures in Childhood
 Jose Bellido, Kathy Bowrey
 Frontmatter
[More Information](#)



CAMBRIDGE
UNIVERSITY PRESS

Shaftesbury Road, Cambridge CB2 8EA, United Kingdom
 One Liberty Plaza, 20th Floor, New York, NY 10006, USA
 477 Williamstown Road, Port Melbourne, VIC 3207, Australia
 314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India
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Cambridge University Press is part of Cambridge University Press & Assessment,
 a department of the University of Cambridge.

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 education, learning and research at the highest international levels of excellence.

www.cambridge.org
 Information on this title: www.cambridge.org/9781108725347

DOI: 10.1017/9781108641968

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First published 2022
 First paperback edition 2025

A catalogue record for this publication is available from the British Library

Library of Congress Cataloging-in-Publication data

NAMES: Bellido, Jose, author. | Bowrey, Kathy, author.

TITLE: Adventures in childhood : intellectual property, imagination and the business
 of play / Jose Bellido, University of Kent; Kathy Bowrey, University of New South Wales.

DESCRIPTION: Cambridge, United Kingdom ; New York, NY: Cambridge University Press, 2022. |

SERIES: Cambridge intellectual property and information law | Includes bibliographical
 references and index.

IDENTIFIERS: LCCN 2021060682 (print) | LCCN 2021060683 (ebook) | ISBN 9781108485913 (hardback) |
 ISBN 9781108725347 (paperback) | ISBN 9781108641968 (epub)

SUBJECTS: LCSH: License agreements—English-speaking countries. | Intellectual property—English-
 speaking countries. | Children's mass media—English-speaking countries. |

Children's paraphernalia—English-speaking countries. | Child consumers—English-speaking countries.

CLASSIFICATION: LCC K1405 .B45 2022 (print) | LCC K1405 (ebook) | DDC 346.04/8—dc23/eng/20220204

LC record available at <https://lcn.loc.gov/2021060682>

LC ebook record available at <https://lcn.loc.gov/2021060683>

ISBN 978-1-108-48591-3 Hardback

ISBN 978-1-108-72534-7 Paperback

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 publication and does not guarantee that any content on such websites is, or will
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Cambridge University Press & Assessment
978-1-108-72534-7 — Adventures in Childhood
Jose Bellido , Kathy Bowrey
Frontmatter
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Cover image credit:
Felix the Cat toy – Nielsen Park Beach, Sydney, NSW, 1926. L to R: Edna Rule, June Ditchburn. Courtesy SLNSW. Photographed by a street photographer.

Acknowledgements

This book would have not been possible without the assistance of many archivists, librarians, colleagues and others who gave us their time and insights. We gratefully acknowledge their collegiality, help and generosity. In particular, we would like to thank Nick Baldwin, Amy Schireson, Antonio Palouzié, Vanessa McElduff, Max Williams, Jane Kirsty Tuckwell, Tasmin Overton, Peter Firmin, Emma Robertson, Juan Hermida, Jessica Hogg, Margaret Simpson, Antony Neufeld, Chris Crouch, Kelly McAnaney, Richard Culley, Robert Beebe, Emm Johnstone, David Cardwell, Didier Ghez, Ross Carder, Adam Hargreaves, Will McNally, Malcolm Langley, Michael Barrier, Shaqui Le Vesconte, Josianne Wood, John Maher, Marie Selwood, Jerry Lewin, Chris Wentzell, Matthew Chipping, Keith Bales, Cara Levey, Tom Herccock, Kris McKie, Robert Egby and David Hale Hand.

Our gratitude also goes to the Strong National Museum of Play at Rochester, the Centre for Intellectual Property and Information Law at the University of Cambridge, the Engelberg Center on Innovation Law & Policy at New York University and the International Society for the History and Theory of Intellectual Property (ISHTIP). We would also like to thank the institutions we were working at while the book was being researched and written for their support: the University of New South Wales, Birkbeck College and the University of Kent. Finally, our thanks go to our editor at Cambridge University Press, Matt Gallaway, and his team, who have been wonderfully understanding and patient throughout this project.

Abbreviations

AHOEPM	Archivo Histórico de la Oficina Española de Patentes y Marcas, Madrid
AMPAS	Academy of Motion Picture Arts and Sciences, Special Collections
ANC	Arxiu Nacional de Catalunya, Sant Cugat del Vallès, Barcelona
AP	Antonio Palouzié’s private archive, Barcelona
BBC WAC	BBC Written Archives Centre, Reading
BL	British Library
BPL	<i>Beatrix Potter’s Letters: A Selection by Judy Taylor</i> (Frederick Warne, 1989)
BTA	Bendy Toys’ private archive, Ashford, Middlesex
BTHA	British Toy & Hobby Association, London
COWAC	City of Westminster Archives, London
DL	Dodgson’s Letters in Morton N. Cohen and Anita Gandolfo (eds.), <i>Lewis Carroll and the House of Macmillan</i> (Cambridge University Press, 1987)
GOSH	Great Ormond Street Hospital Archives
HA	Hogarth Puppets’ Private Archive, Devon
HAT	History of Advertising Trust Archives, Norwich
ITA	Independent Television Authority, Archives & Special Collections, Bournemouth University
JCAC	The John Canemaker Animation Collection, New York University

LCD	<i>Lewis Carroll's Diaries: The Private Journals of Charles Lutwidge Dodgson</i> , Edward Wakeling (ed.) (The Lewis Carroll Society, 1993): the first complete version of the nine surviving volumes with notes and annotations
LMA	London Metropolitan Archives
MAL	Maritime Archives & Library, National Museum, Liverpool
MHC	Modern History Centre, University of Warwick
MM/CUA	Papers of Marcus Morris (1915–1989), Special Collections & Archives, Cardiff University
NAA	National Archives of Australia
NARA	National Archives and Records Administration, USA
NCCB	Seven Stories, the National Centre for Children's Books, Newcastle-upon-Tyne
NRS	National Records of Scotland
PA	Parliamentary Archives, London
QMIPA	Intellectual Property Archive, Queen Mary University of London
RL	Roberta Leigh's Private Archive, Oxford
SLNSW	State Library of New South Wales
SRO (NSW)	New South Wales State Archives & Records, Kingswood, Australia
TA	Walter Tuckwell's private archive, Brighton
TGA	Tate Gallery Archive, London
TNA	The [UK] National Archives, Kew
UARM	Unilever Archives and Record Management, Port Sunlight
UoR FW	Frederick Warne Archive, Archives & Special Collections, University of Reading
UoR MAC	Records of Macmillan and Co., Archives & Special Collections, University of Reading
UoR RKP	Routledge & Kegan Paul Archive, Archives & Special Collections, University of Reading
V&A	Victoria & Albert Museum, Special Collections, London
WB/AHC	William Boyd Papers, American Heritage Center, University of Wyoming

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WBA/USC	Warner Bros Archives, University of Southern California
WBP	Leslie Linder, <i>A History of the Writings of Beatrix Potter</i> (Frederick Warne & Co, 1971)
WYAS	West Yorkshire Archive Service, Wakefield
ZSL	Prince Philip Zoological Library & Archives, London