

We've all seen Hello Kitty grow from a quirky Japanese import into a household name, but do you remember the time its corporate owner set out to "conquer comics"? Me neither, but I learned a lot from reading comic/animation historian Fred Patten's excellent post on Cartoon Research called "Sanrio And Me." In 1978, Sanrio held [...]

Read more: <http://robot6.comicbookresources.com/2013/07/when-hello-kittys-sanrio-tried-to-take-over-comics/>