

According to Shooter, in 1984, while he was Marvel's editor-in-chief, Shooter was contacted by Warners' Bill Sarnoff of Warners' publishing arm. "Bill introduced himself, as if that was necessary. What he wanted to talk about was licensing the publishing rights for all DC characters to Marvel Comics," writes Shooter. "Bill said, more or less, that Marvel seemed to be able to turn a substantial profit on publishing comics, as opposed to DC, which consistently lost money, a lot of money, and had for a long time. On the other hand, LCA (Licensing Corporation of America), Warner's licensing arm did very well with the DC properties, while Marvel 'didn't seem to do much licensing.' I guess the few million a year we made from licensing, mostly from Spider-Man, seemed paltry to him, what with the fortune that just their big four, Superman, Batman, Robin and Wonder Woman brought in." Shooter brought the idea

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