

Four Decades And \$60 Billion: The Story That Continues to Captivate

An iconic pizza brand, a major entertainment company and a longstanding business relationship with a story that extends far beyond the menu.

New York City, New York Oct 15, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Some business stories disappear after a news cycle. Others have enough history, money and flavor to keep people interested.

At the center of this story are Gumby's Pizza®, Fox Corporation, a business relationship dating back to the 1980s and a \$60 billion figure that's difficult to overlook.

The story involves longstanding licensing arrangements connected to the Gumby characters. Following a reported 2022 acquisition of Gumby-related intellectual property, differing interpretations of those arrangements became the subject of an ongoing dispute involving Gumby Global Licensing and Fox Corporation.

The \$60 Billion Question

The \$60 billion figure comes from financial claims presented by the plaintiffs that are centered around numerous licensing rights and business opportunities. Those claims are disputed, and the figure is not an established financial obligation or court award.

“This isn't about a slice of the pie, this is about the WHOLE pie,” said Chance Hippler, Partner/Owner of Gumby's Pizza®. “We entered this agreement in good faith.”

Four decades of business history, a familiar entertainment character and a financial figure of this magnitude make for a story with more than one interesting chapter.

And some of the most interesting questions are best answered by the people who were there.

The history. The business relationship. The \$60 billion question.

The supporting background and publicly available materials can be found at [GumbyLeaks.com](https://www.GumbyLeaks.com).

Learn more at: <https://www.GumbyLeaks.com>

Media & Interview Inquiries

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Source : Gumby's Pizza®

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