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From Cartoons to Collectibles: Sock Puppet Master Inks Licensing Deal with Youtooz

The first collectible launches on Sept. 24.

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Taylor Battle



Award-winning social media cartoonist Sock Puppet Master (SPM) enters its first-ever licensing deal with Youtooz. The collectible manufacturer will produce collectible characters for the fast-growing brand, with the first release set for Sept. 24 at 3 p.m. EST.

Beginning as a pandemic passion project in 2020, SPM has grown on social media platforms such as TikTok and Instagram. With 60 million likes on TikTok, SPM combines flipbook-style animation with real-life audio snippets from outrageous 911 calls, viral videos, reality shows, and more.

The first collectible to launch the collaboration is the “Grafitti Turtle” plushie. This 9-inch green turtle plush holds a can of spray paint while covered in blue splotches. The Youtooz plush retails for \$29.99 and will ship orders starting Feb. 1, 2025.

“We’re excited to partner with Youtooz for our first licensed collectibles line,” says the creator of Sock Puppet Master. “Fans have been asking how they can get their hands on merchandise with the SPM animal characters, so we’re looking forward to launching our first Plushie with our incredibly popular Turtle and others to come shortly.”

“We were impressed by how quickly the audience for Sock Puppet Master has grown and continues to grow for this unique brand. The videos are hysterical. We’re excited to see fans’ reactions to our collectibles line,” says Matt Kersting, Director of Talent at Youtooz.

Youtooz will drop new characters every 3-4 months following the release of the “Graffiti Turtle.” All SPM collectibles will be available on youtooz.com, the newly launched SPM merch store (sockpuppetmaster.shop), and at specialty retail stores.