



Puff the Magic Dragon children's book is seen here at Barnes & Noble, 86th & Lexington on July 1, 2009 in New York City. Joe Corrigan—Getty Images

BUSINESS

'Puff, The Magic Dragon'-Themed Restaurants Might Actually Happen

Olivia B. Waxman

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Steven Schussler, the businessman behind The Rainforest Café restaurant chain, has announced that his company Schussler Creative has acquired the worldwide licensing rights to develop restaurants and merchandise inspired by the eponymous 1963 hit by American folk singers Peter, Paul and Mary, according to a [news release](#).

Written by Peter Yarrow and Lenny Lipton, the song also inspired an animated TV program and children's book.

No word on whether these stores or restaurants will open in Colorado or Washington, where marijuana is legal for recreational use.

(h/t [Grub Street](#))