



L I C E N S I N G

## VERY IMPORTANT PROPERTIES



### Selected properties represented by VIP in the last 35 years

#### ENTERTAINMENT:

JAMES BOND 007  
DALLAS TV-SERIES  
INDIANA JONES  
PIPPY LONGSTOCKING  
NAVY SEALS  
ROBOCOP  
STARGATE  
STAR WARS  
SHOGUN  
TARZAN  
TERMINATOR  
TKKG  
STAN LEE'S MIGHTY 7  
LITTLE HOUSE ON THE PRAIRIE  
CAGNEY & LACEY  
TKKG

#### BRANDS:

DEUTSCHE BUNDESBAHN  
IBM  
MOTOROLA  
PIERRE CARDIN  
PEPSI COLA  
FABERGÉ (UNILEVER)  
KITKAT / SMARTIES (NESTLÉ)  
MINI (AUTOMOBIL)  
CORONA (BEER)  
LOCKHEED-MARTIN  
JACK DANIELS  
SMILEY  
GENERAL MOTORS

#### SPORTS:

DAVIS CUP (ITF)  
FC BARCELONA  
NIHA  
NFL  
NCAA  
UCLA  
INT'L POLO ASSOCIATION  
ASCOT PARK POLO CLUB  
GERMAN INLINE-SKATING ASS.

**V. I. P. Entertainment & Merchandising AG**, is a dynamic German licensing agency originally founded in 1981 as V.I.P. PROMOTIONS by Sir Michael A. Lou who decided to leverage his experience gained in international marketing. In a few years V.I.P. has become the leading privately owned licensing and merchandising agency representing numerous internationally renowned licensors thanks to its fresh and flexible approach, carefully selected intellectual properties and innovative marketing methods. To broaden and strengthen its basis V.I.P. was transformed in 1999 into a stock corporation.

V.I.P. started its success story as a licensee for the board game based on the popular DALLAS TV-series. The game became a bestseller throughout Europe which prompted other companies to line up for additional DALLAS licenses. Consequently, Lorimar appointed its licensee V.I.P. as Licensing Agent for Germany, Austria and Switzerland and the newly formed V.I.P. generated more licensees for the DALLAS property in these three countries than Lorimar in the rest of the world, including the US. The DALLAS licensing program was the first ever successful adult-orientated license in the German-speaking region, a market that had been traditionally dominated by children-focused licenses. Thus, V.I.P. became the first agent in Europe to focus on developing **brand licensing concepts for adult target groups**.

In 1989 V.I.P. re-launched the noble Fabergé brand for Unilever emanating the luxury consumer goods for which the Court Jeweler to the Tsars was famous 70 years earlier. Backed by V.I.P.'s comprehensive PR and promotion campaign, which reached over 800 million contacts, sales of Fabergé-licensed products soared from US\$ 0 to over US\$ 100 million over the first six years.

#### LEGENDS:

HUMPHREY BOGART  
CHARLIE CHAPLIN  
JAMES DEAN  
ALBERT EINSTEIN  
LAUREL + HARDY  
BRUCE LEE  
MARILYN MONROE  
ELVIS PRESLEY  
FRANK SINATRA  
TONY CURTIS  
CHRISTOPHER LEE  
HANS-J. WUSSOW

#### CELEBRITIES:

THE BEATLES  
DAVID BOWIE  
THE BLUES BROTHERS  
MARIA CAREY  
CELINE DION  
KISS  
MICHAEL JACKSON  
SOPHIA LOREN  
MADONNA  
EDDY MURPHY  
BRITNEY SPEARS  
THE BEACH BOYS  
ALICE COOPER  
ANDRÉ RIEU

#### CHARITIES:

BIBLIOTECA APOSTOLICA  
VATICANA  
DIANA PRINCESS OF WALES  
MEMORIAL FUND  
U.S. SECRET SERVICE  
UNIFORMED BENEFIT FUND  
21ST CENTURY LEADERS  
([www.WhateverItTakes.org](http://www.WhateverItTakes.org))  
DEUTSCHER TIERSCHUTZBUND  
(German Animal Protection Ass.  
with 800.000 members)

#### OTHERS:

DEUTSCHER BUNDESTAG  
(German Parliament)





## LICENSE TO SUCCEED

To further support the licensing program, V.I.P. initiated a museum exhibition of old and new Fabergé pieces that travelled around the most reputable museums creating a greater awareness of the brand and of the new range of Fabergé-licensed products. As a welcome benefit, the prestigious products licensed by V.I.P. improved the positioning of Unilever's Fabergé body-care products significantly. Another milestone success was the licensing program for the NFL National Football League which V.I.P. started in the German speaking markets at a time when even the German Bundesliga had no proper licensing in place and American Football was virtually unknown in Germany.

V.I.P. is known for its **good relationships with both, licensees and licensors**. For a total of over thirteen years V.I.P. was the longest serving agent for James Bond 007 and represents The Beatles for Apple Corps Ltd. even longer. Due to its strong ties to most advertising agencies V.I.P. has also become a leader in the testimonial business by introducing celebrities for use in advertising and promotions. V.I.P. has a comprehensive vision that offers a complete service to licensors and licensees at every step.

**V.I.P.'s home court, the German Speaking Territory** with over 100 million consumers, represents the strongest market in the European Community and is the gateway to Eastern Europe. During its years of successful licensing of top properties, V.I.P. has also developed close ties with many other leading licensing agents in other key markets, enabling V.I.P. to introduce and supervise viable licensing programs that cover all of Europe.

In addition, V.I.P. co-operates with a small number of specialized law firms in registering and protecting trademarks and intellectual properties to establish and safeguard a solid base for long-term business.

**The V.I.P. team proves its expertise** continuously by contributing articles to the major trade press and holding seminars for potential target groups. V.I.P.'s Chief Executive Officer, Sir Michael A. Lou (an MBA and former investment banker) has become a popular figure in the German media because of his activities and innovative methods of promoting and marketing licensed properties. Television, radio, public and trade press regularly report on the success of V.I.P. Sir Michael has taught at various universities, high schools and academies and is the co-founder of ELMA European License Marketing & Merchandising Association and its first President, re-elected for a total term of ten years. He is also the author of the chapter on licensing in the German speaking countries of the International Edition of the LIMA Guide to Licensing which was published in 2014, updated in 2016 and has also been published in Chinese.

### V. I. P. focuses on licensing:

- Celebrities and legends for products, advertising and endorsements
- Prestigious trademarks for strategic brand transfer concepts
- Popular and luxury sports and events
- Classic children characters and emerging properties