LICENSES

Sid Maurer – One of the most popular celebrity pop art painters !

Sid Maurer is a man of great and many stories. His long career in the world of Art and Music began at seventeen when he was hired as assistant art director at Columbia Records in New York City. Maurer worked designing album covers and promotional material for popular artists most of whom live beyond their years, today in the Rock and Roll Hall of Fame, paintings and photographs produced by him and his co-worker of the period, then the young Andy Warhol. They photographed the celebrities themselves, backstage, and hired other photographers whose work they respected like Frank Polony and styling at the studio for George Hurrell another close friend of Sid Maurers. Many celebrities sent them favourite photos, to work from who loved both Warhol and Maurer's Pop Art style.

It was during this period 1960's that Maurer's work as a painter first gained major recognition, appearing in galleries and auctions in London. Exhibitions launched in London, New York, Los Angeles, Paris, Spain and Asia. In the early nineties, Maurer realized that the empire of music and art, that he had helped to build befriending the greatest musicians and band leaders of the globe, in his many days in London,

with the Beatles, Rolling Stones, Jerry Garcia, Janis Joplin, George Harrison, Marilyn Monroe, the Rat Pack in Vegas, to name a few, to his backstage adventures with Michael Jackson, Charity Events with Justin Bieber, and 1D, left him little time to pursue his true passion: painting. In the last decade, his work has hung in a wide variety of venues, including the UCLA campus, the Carnegie Museum and Retroback Exhibition Granada Spain 2011 hosted by Sean Ferrer, the son of Audrey Hepburn who Sid Maurer also painted. In 2024 his world tour exhibition commenced in Korea and travelled to the Vittoriano in Rome and then the Centre Pompidou in Paris all of whom shared the Maurer merchandise in their gift stores which tought the young generation about the past grandeur of The Stars.

Now, a large variety of his famed art, ranging from contemporary music and film stars to celebrities from sports, science and politics to the most popular legends of our time is available for licensing.

Authorized Agent:

V.I.P. Entertainment & Merchandising GmbH

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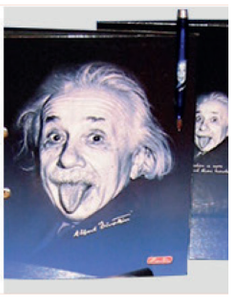
VERY IMPORTANT PROPERTIES



LICENSE TO SUCCEED

V. I. P. Entertainment & Merchandising GmbH, 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 and as licensee for the DALLAS board game. 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 and in 2025 to a GmbH (Limited). 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 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 taget groups.

Among other brands V.I.P. represented as licensing agent were Star Wars, Indiana Jone, James Bond 007, Pippi Longstocking, IBM, Motorola, Pepsi Cola, Fabergé, Nestlé, Smiley, the Davis Cup, UCLA, the Diana Princess of Wales Memorial Fund and many international celebrities and legends.

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. He 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 , also published in Chinese and "The New and Complete Business of Licensing".

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

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