The character was developed with a number of different products in mind including stationery, accessories, clothing and figurines. Product is now selling through leading department stores.

Hamburg-based **VIP Entertainment & Merchandising AG**, one of leading licensing agents in the German speaking markets, was established in 1981 and has been actively Marilyn Monroe for almost 20 years.

The positive response VIP enjoyed showcasing Marilyn and other Hollywood legends at the past two Hong Kong Licensing Shows convinced VIP to present its portfolio of Hollywood Legends this year in a larger way.

Another reason for the intensified presence is the new licensor, Legends Licensing, that VIP now represents exclusively for the Far East, Australia/ New Zealand and India.

Licensing Legends combines the rights of several renown copyright owners such as Milton H. Greene, Tom Kelley, Harold Lloyd through a number of famous photographers of the Hollywood era. Apart from Marilyn Monroe VIP are also licensing Audrey Hepburn, Steve MqQueen, Sophia Loren, Humphrey Bogart, John Wayne, Frank Sinatra and John F. Kennedy to name but a few.

In addition, VIP exclusively represents Sam Shaw, the special set photographer who became world-famous by his photo of Marilyn Monroe with the flying skirt over the subway grate.

"Licensees in the Far East are not only interested in many of these legends for their own markets but also to enhance their export business" explained Sir Michael Lou, CEO of VIP. "Until now many companies have been using copyrighted photos on their export products without a proper license. This has caused serious problems for importers as law enforcement is much tougher in Europe and the US. So the manufacturers of these products began to realise that a license is like an insurance," Lou explained. "Their products may become slightly more expensive due to the Royalties payable for the use of the photos but, on the other hand, official licensees gain the clear advantage of being "officially licensed" and can guaranty their buyers no worries".

Lou is also President of the European License Marketing & Merchandising association ELMA.

VIP has appointed sub-agents in Thailand and Singapore and will announce its appointment of subagents in Japan, South Korea, Australia and India during the show.

ArtLinks Asia, based in Hong Kong is a leading art licensing agent in Asia. Over the past three years, they have been actively involved in art licensing through building up an archive of imagery by popular artists around the world. Through various marketing efforts, we have created an 'Art with Style and Living' brand, applying art into daily life and promoting this to consumers.

Being the exclusive art agent of major UK publishers Washington Gree

ArtLinks can now provide over 100 works for licensees to choose from and new images are added on a daily basis.

At the Hong Kong Show, ArtLinks Asia will promote Asian art in general and, specifically, the work of two new Asian artists – Lio Beardsley and Felix Tam.

Lio Beardsley is famous for her monotone illustrations and feminine style which creates a world of fantasy.

Felix Tam has created a character named Cheapman, utilizing a childlike style aimed at prooting 'love and happiness'.

Most recently, ArtLinks Asia has opened a new gallery called, The Gallery of Modern Art (GoMA) in order to further its objectives. Inspired by The Museum of Modern Art (MoMA), GoMA is a new living art gallery and concept store which ac
as a part of the art licensed pro
network. ArtLinks plan to e
concept into over ten sto

Digital Dreams
bring The Primit
show this ye
acter dri
chieve
kid

yel-
une is
iend. The
perty has fo-
racters that have
, and contain ele-
ate to people from dif-
ments around the world.
a universal language, Digital
ns believe that The Primitives
about having fun and going back to
basic values of life, bringing out the
monkey in everyone.

The characters form the basis of a daily comic strip in Sing Tao Daily have Digital Dreams have appointed Target in the

TOTAL LICENSING
Summer 2008

www.nickelodeon.tv