

TOTAL Art Licensing

2008

BEACH SIGNS

BY: *Paul Brent*

- NORTH SHORE
- HUNTINGTON BEACH
- MAUI
- HALF MOON BAY
- SOUTH ISLAND
- Jetties



P. Brent

MORE PAUL BRENT AHEAD
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AMY FLYNN DESIGNS JOINS WITH THE LINDY BOWMAN COMPANY IN NEW LICENSE AGREEMENT

Amy Flynn Designs has announced a new licensing agreement with the Lindy Bowman Company. Six contemporary Christmas designs, along with their coordinating patterns, will appear on custom gift bags and boxes for Christmas 2008.

Says the artist, "Many of the people who visited our booth at Surtex 2007, expressed a lot of interest in seeing Christmas subjects painted in



a style that was fresh and contemporary, yet sweet and traditional at the same time. I know that sounds contradictory, but it seems to be selling!" Also in response to customer demand, Ms. Flynn is developing a series of Christmas images for the African-American and Hispanic communities. These will be shown at Surtex 2008, Booth 2223.

Amy Flynn has been a professional illustrator since her first job with Hallmark in 1982. Since then, her artwork has graced greeting cards, children's books, gifts and paper products. She has also recently redesigned her website - www.amyflynndesigns.com.

MAGNET WORKS LICENSES THREE NEW ARTISTS FOR SPRING 2008

MagnetWorks, Ltd. has licensed three new artists for Spring/Summer 2008. "We've always on the lookout for exceptional designs that will complement our product line," explains Sue Todd, co-owner and art director of the 16-year old company. "The works of these artists add just the right measure of theme, color and variety to our new Spring/Summer 2008 line."

Mary Beth Baxter, licensed by Linda McDonald, Inc., is deemed one of America's premier folk artists. Her 30-year hobby of antique collecting laid the groundwork for her style. Residing in Cape Cod, Massachusetts, Mary Beth Baxter's Lighthouse Bay adds the perfect image for the New England coastal collector.

Joy Hall, also licensed by Linda McDonald, Inc., will have two designs in the Magnet Works, Ltd. collections this Spring. 'Tee Time' features a simple graphic style and bright color palette, to attract that golf-inspired enthusiast. To add to the patriotic collection for 2008, Hall's 'Celebrate' takes a look at the US's celebration of freedom for July.

Tonya Crawford, licensed by Penny Lane Publishing, makes her debut with MagnetWorks in a new 'Welcome' collection. Loving country settings and patriotic images that reflect family and friends, Crawford has a primitive country style that is warm and simple.

DEBRA VALENCIA INKS LICENSING DEAL WITH QUADRIGA ART

Internationally renowned graphic designer Debra Valencia, founder and president of California-based contemporary stationery company Vida Valencia, has officially signed a licensing agreement with Quadriga Art - Consumer Products, a global publisher of fine arts, greeting cards and stationery products. The Valencia deal includes licensing of her entire line of Gift Card Presenters including 100+ designs of Gift Card Pop-Ups, Gift Card Dress Ups, Gift Card Pets, Gift Card Boxes as well as Wrappa Zappa Gift Wrappers.



Effective January 1, 2008, Quadriga Art will handle all sales, marketing, manufacturing and distribution of the Gift Card Presenters line, which features contemporary, modern motifs with abstract design and bold colors.



Additionally, Debra Valencia is a featured licensed artist for Quadriga Art developing a premier line of stationery products including four new contemporary themed stationery collections. A variety of new paper items will be introduced including gift bags, list pads, to-do calendars, boxed note cards, thank you cards, gift enclosures and labels, and other paper and desk accessories. Valencia has also been retained to develop new gift card packaging and stationery products for Quadriga Art on an ongoing basis.

"I really appreciate Debra Valencia's talent, vision and unique set of skills," said Andy Meehan, President of Quadriga Art's consumer products division. "This licensing arrangement will allow her to spend 100 percent of her time creating new designs and adding to our future product offerings,



and Debra's creativity will become an important part of the value we bring to our customers."