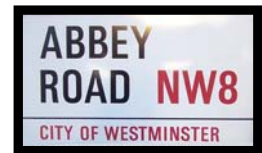


# Smilers That Might Have Been - The Beatles 2007



Xpermental Marketing applied for a license from Apple Corps Limited to produce a set of three Beatles themed Smilers sheets. Twenty-five (25) sheets of each label design were printed by Royal Mail in December 2006 under customer ref: 1139081a, b and c, presumably timed to coincide with the Royal Mail Beatles Stamp issue planned for January 2007.

It was planned to offer twenty-four (24) sheets for sale to the public and present one set of three designs (3) as Presentation Sheets for Apple Corps Ltd. However, permission had still to be obtained from Apple Corps Limited to permit the overprinted sheets to be sold to the public.

Subsequently, the overprinted designs were submitted to Apple Corps Limited who “slammed them” despite their permission to allow Royal Mail to print a set of Royal Mail stamps and a miniature sheet. Permission to sell these sheets on the open market was not obtained and it is understood that it will never be permitted as long as Apple Corps Ltd. remain in business.

Notwithstanding the foregoing, four Beatles themed sheets (one with additional signatures added) were offered on eBay, on behalf of Xpermental Marketing in September 2008, priced at £2000. Common sense seems to have prevailed as following some enquiries the lot was subsequently withdrawn and all sheets defaced/used for postage. These sheets were never sanctioned by Apple and consequently will never appear - we will just have to be content with the images of the sheets that might have been...

