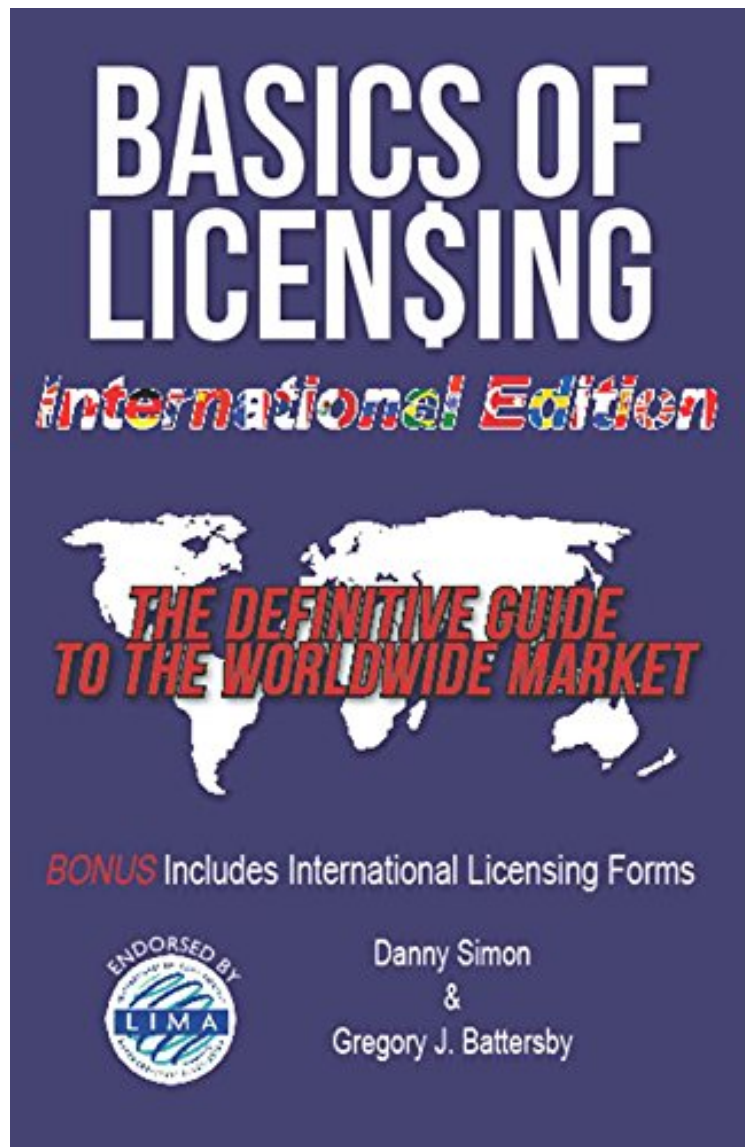


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Basics of Licensing: International Edition: The Definitive Guide to the Worldwide Market

Danny Simon, Gregory J. Battersby
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About the AuthorDanny Simon has more than 30 years' expertise in the licensing industry, in all phases of the merchandising and licensing process. Having built the licensing division for Lorimar Productions, 20th Century Fox, and Carolco Pictures, he opened his own licensing agency in 1992 called The Licensing Group, Ltd. He lives in Los Angeles. Gregory J. Battersby is managing member of The Battersby Law Group, LLC, which specializes in intellectual property and licensing law with a particular emphasis on merchandising law and toy licensing. He has been a guest lecturer at the Franklin Pierce Law School, University of Connecticut Law School, and Quinnipiac Law School. He has been a vice president and member of the board of directors of The New York Intellectual Property Law Association, and is the author of more than 35 books on various licensing and IP topics. He lives in Westport, Connecticut.