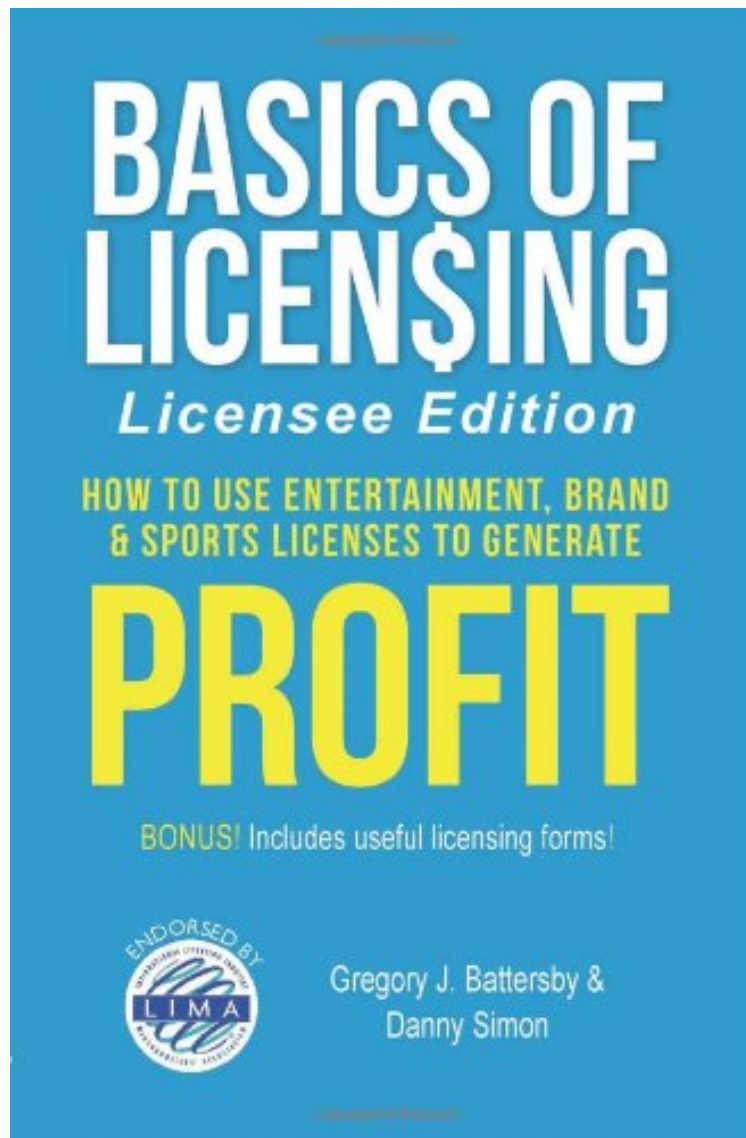


(Library ebook) Basics of Licensing: Licensee Edition: How to Use Entertainment, Brand Sports Licenses to Generate Profit

Basics of Licensing: Licensee Edition: How to Use Entertainment, Brand Sports Licenses to Generate Profit

Gregory J. Battersby, Danny Simon
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Gregory J. Battersby, Danny Simon : Basics of Licensing: Licensee Edition: How to Use Entertainment, Brand Sports Licenses to Generate Profit before purchasing it in order to gauge whether or not it would be worth my time, and all praised Basics of Licensing: Licensee Edition: How to Use Entertainment, Brand Sports Licenses to Generate Profit:

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The second volume of the Basics of Licensing series, this book expands on the various licensing topics examined in the first, but from the contrasting perspective of the licensor or property owner. It provides a comprehensive overview of the unique considerations and steps a licensee should take in securing a license, developing a licensed product, and achieving distribution. The focal points addressed include selecting the right license for a product, best practices in product development, ethics and social compliance of licensing management, and more. In addition to the core commentary, this edition also features new administrative templates and licensing form agreements derived from actual transactions, tailored specifically for the licensee.

About the AuthorGregory J. Battersby is a senior partner in the intellectual property law firm of Grimes Battersby, LLP, and is the general counsel for the International Licensing Industry Merchandisers Association (LIMA). He is the author of more than 25 books, including The Law of Merchandise and Character Licensing. He lives in Westport, Connecticut. Danny Simon built the licensing division for Carolco Pictures, Lorimar Productions, and 20th Century Fox, before opening his own licensing agency, the Licensing Group, Ltd. He has developed successful licensing programs for properties such as Baywatch, MASH, Mortal Kombat, Rambo, and Terminator 2: Judgment Day. He teaches a course on entertainment licensing at UCLA. He lives in Los Angeles.