



Speaking Topic Summary

Licensing Intellectual Property: The Fast Track to Making Money

The 7 Step Process to Successfully Licensing an Intellectual Property (IP)

Licensing is one of the fastest and potential lucrative ways to commercialize an intellectual property. Whether it's a Patent, Trademark, Copyright or knowhow, the key to successfully licensing is understanding the right steps to take and when.

This presentation will cover the 7 key steps to licensing an intellectual property:

1. *Securing the right rights* – it starts with creating an intellectual property from an idea – the right way.
2. *Creating market value* - companies don't license ideas....they license money. Knowing the right short cuts can save you time and money.
3. *Know the numbers* – the costs to commercialize, what they are and how to figure them out.
4. *Finding the fit* - an IP has to fit both the market and the licensee if it's going to be successful.
5. *"Show me the money" presentations* - licensees are licensing rights that create value- and the more value you can present, the more valuable the licensing rights.
6. *Negotiating the Deal* - creating a partnership for profit is the bottom line.
7. *Structuring Terms* – the must haves and terms to avoid

This presentation will provide actionable information for business owners, entrepreneurs, inventors and anyone interested in either selling licensing rights or acquiring the rights to an intellectual property.