

Introduction to Licensing: Creating A Cash Flow Machine

Learn how to use licensing to leverage an intellectual property and create multiple revenue sources.

Audio Series Includes:

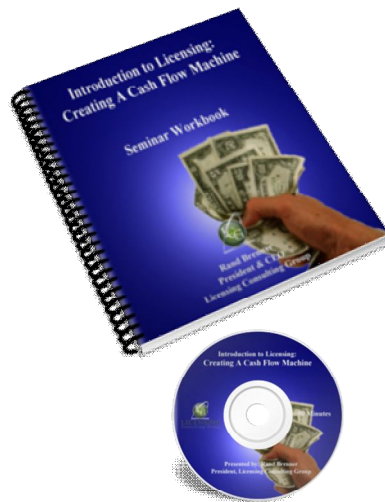
90 minute audio CD
20 page Workbook

PRODUCT INFORMATION

Price: \$99.00
Order #: LI-001
Type: Audio
Format: CD/Download
Length: 90 minutes

Place Order:

www.licensingcg.com
800/204-6584



*Now more than ever, the demand for new innovative ideas is skyrocketing. Companies and entrepreneurs worldwide are frantically searching for new and innovative products and services to meet the demands of this rapidly changing global marketplace. Many of these companies and entrepreneurs *don't have the internal resources* to quickly develop new product and services...instead they rely on the "inventor" community to provide them with new innovative products and services. And the process these companies and entrepreneurs use to acquire these ideas is LICENSING.*

- **Licensing is a Marketing Tool - Advantages of Licensing**
- **Licensing IP Rights - Leveraging IP Value**
- **Why License an IP? - 10 Strategic Opportunities**
- **Developing a Licensing Strategy -3 Key Strategies to Developing Cash Flow**
- **Building IP Value – A Real World Approach**
- **Royalty Rates - Myths & Mistakes**
- **Negotiating Basics – 9 Tips to Creating a Win Win Partnership**
- **The Licensing Agreement - Terms of the Partnership**
- **Industry Trade Resources - Licensing and Manufacturing Associations**

Licensing is the tool to unlock the value of an intellectual property by granting rights to commercialize the IP without transferring ownership. Companies large and small are making hundred of millions of dollars by leveraging intellectual properties through licensing. The only difference between what they do and you is *knowing how to use the Licensing process* to generate millions of dollars in revenues.

Learn how you can use licensing to create multiple revenue streams, or to acquire rights to an intellectual property.

Licensing Consulting Group

9 East 97th Street, Suite 5C
New York, NY 10029
Tel: (800) 204-6584
www.licensingcg.com

