

Licensing Mastery: From Idea to Income Producing Asset

Licensing is the process that unlocks the value of an intellectual property and turns it into an income producing asset with one or more revenue streams.

Audio Series Includes:

4 hour audio CD's

75 page Workbook

PowerPoint Template

Sample Licensing Agreements

- Non Disclosure
- Deal Memo
- Merchandise
- Patent

PRODUCT INFORMATION

Price: \$249.00

Order #: LM-001

Type: Audio

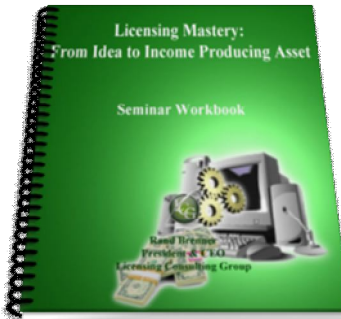
Format: CD/Download

Length: 240 minutes

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800/204-6584



- Licensing – A Low Risk Leverage Strategy
- Types of Licensing – Industry / Product Sectors
- Property Models – Classic, Promotional and Opportunistic
- Creating the Licensing Plan – Leveraging the IP Value
- Quick Licensing Plan Worksheet – 30 Minute Plan Builder
- Building a Strategic Team – Expertise to Build Value
- Information Research Sources – For Licensees and Licensors
- Marketing Due Diligence – Knowing Your Options
- Going To Market – Finding the Right Licensing Partners
- Present with Passion - The IP Presentation
- Tradeshows are Opportunities – Tips for Making the Right Connections
- Valuing an IP – Market, Cost and Income Approaches
- Building Value – 5 Steps to Creating a Marketable IP
- Royalty Rates – Leveraging IP Value
- Royalty Rate Ranges – There is no “Standard”
- Negotiations – Rules and Tips for a Win-Win Partnership
- Third Party Agents – Beware the Invention Promotion Firm
- NDA – Non Disclosure Agreement
- Deal Memos – A Summary of Terms
- Licensing Agreements – Patent, Know-how, Trademark and Copyright
- Key Terms and Conditions – Foundation for the Licensing Partnership
- Sample Agreements – NDA, Deal Memo, Licensing, Patent

The recession will not last. The innovative spirit of people everywhere will eventually lead us to the next profitable market cycle. Where there is innovation there is IP. Innovative and creative ideas are at the heart of most successful businesses. Ideas by themselves, however, have little value. They need to be developed, turned into innovative products or services and commercialized successfully. Whether you have created an intellectual property or are a business seeking to acquire an IP, Licensing Mastery will teach you the specific steps and strategies to use licensing to unlock the IP value and create an income producing asset.

This 4 hour audio seminar will instruct you on the steps, techniques, and agreements needed to license out or license in an intellectual property. Series includes workbooks with a PowerPoint template and sample agreements.

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