

Brand Licensing Expert Shop: Harness the Power of Brand Licensing!

Licensing Brands Inc.

Brand Licensing 101

\$49.00

This module will give you an in-depth overview of the brand licensing process. It will cover topics ranging from what is licensing, why companies license to expectations of licensees and licensors, the licensing process as well as the royalty payment flow. With several examples to aid understanding, this document is a one-stop-shop on all you ever wanted to know about Brand Licensing.

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