

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

*Licensing Brands Inc.*

## Product Report Card

\$99.00

This self-assessment tool will help you determine whether your product or service would be a good fit with the brand (and category) you are looking to license. The questions cover issues that national brands usually consider when evaluating a potential licensee from a brand positioning and category fit stand-point. It is essential for any brand to make sure all products that it lends its name to meet with this criteria. The other concern is that the product category it is entering results in favorable associations for the brand or in the least does not result in negative associations. This module will provide you with a set of questions that will help you determine whether your product or service fits the bill with the brand of your choice.

[Vendor Information](#)