

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

Licensing Brands Inc.

Negotiating Licensing Deal Terms

\$99.00

This module will walk you through standard licensing deal terms that will be included in the contract. These terms include rights to territories, channels, covered products and trademarks, work product, quality assurance standards, the licensing approval process, manufacturing facility approval, royalty rates, minimum guaranteed royalties, sales requirements, etc. Understanding these terms and the commitments you will be making is crucial to effective licensing contract negotiation and could save you hundreds of thousands of dollars over the life of your agreement. These are also guidelines that the licensee must comply with throughout the term of the agreement. This module will ensure you know the deal terms and your contractual obligations once the agreement is signed.

[Vendor Information](#)