Licensing Royalty Rates: 2021 Edition

DESCRIPTION

This valuable reference presents the 8220going8221 royalty rate for virtually any product, including over 1,500 products and services in ten lucrative categories8212art, celebrity, character and entertainment, collegiate, corporate, designer, event, sports, nonprofit and music. The essential reference for both beginning and more experienced licensing professionals. Knowing the 8220going8221 royalty rate for virtually any product is as simple as reaching for the newly published Licensing Royalty Rates, 2021 Edition .Setting a royalty rate too high can scare away potential licensees, while accepting a lower rate can cost licensors hundreds of thousands of dollars. Licensing Royalty Rates, 2021 Edition provides all the information you need to calculate the right rate every time.The data in Licensing Royalty Rates is compiled using information from the U.S. Patent and Trademark Office. After careful review by a blue-ribbon panel of expert licensing consultants uniquely qualified to know what the appropriate rate range is for specific properties in each licensing category, the information is organized into four time-saving sections that give researchers fast access to comprehensive statistical and analytical data:Royalty rate listing alphabetically by licensed product 8212provides a detailed alphabetical listing of products and their suggested rate range across all product categories.Royalty rate listing by international trademark class8212lets you quickly identify subtle royalty rate differences between similar products within specific international trademark classes.Checklist of licensed products and services8212offers a quick-reference to products with a high potential for licensing.Comprehensive list of licensed products and services8212presents a detailed list of all surveyed products and services within a trademark class for preparing intent-to-use trademark applications.This detailed information gives both beginning and more experienced licensing professionals the confidence needed to negotiate the maximum allowable rate regardless of the product, the market and the parameters of the specific deal itself.Previous Edition: Licensing Royalty Rates, 2020 Edition, ISBN 9781543811315Note: Online subscriptions are for three-month periods.

Licensing Royalty Rates

GREGORY J. BATTERSBY

Licensing Royalty Rates:

   ,   **Licensing Royalty Rates, 2024 Edition** Battersby, Grimes,   *Licensing Royalty Rates, 2022 Edition* Battersby, Grimes,2021-12-21 This valuable reference presents the going royalty rate for virtually any product including over 1 500 products and services in ten lucrative categories art celebrity character and entertainment collegiate corporate designer event sports nonprofit and music The essential reference for both beginning and more experienced licensing professionals Knowing the going royalty rate for virtually any product is as simple as reaching for the newly published Licensing Royalty Rates 2022 Edition Setting a royalty rate too high can scare away potential licensees while accepting a lower rate can cost licensors hundreds of thousands of dollars Licensing Royalty Rates 2022 Edition provides all the information you need to calculate the right rate every time The data in Licensing Royalty Rates is compiled using information from the U S Patent and Trademark Office After careful review by a blue ribbon panel of expert licensing consultants uniquely qualified to know what the appropriate rate range is for specific properties in each licensing category the information is organized into four time saving sections that give researchers fast access to comprehensive statistical and analytical data Royalty rate listing alphabetically by licensed product provides a detailed alphabetical listing of products and their suggested rate range across all product categories Royalty rate listing by international trademark class lets you quickly identify subtle royalty rate differences between similar products within specific international trademark classes Checklist of licensed products and services offers a quick reference to products with a high potential for licensing Comprehensive list of licensed products and services presents a detailed list of all surveyed products and services within a trademark class for preparing intent to use trademark applications Written in conjunction with a field of advisors this study represents the twenty first in an annual series of royalty rate studies in the merchandising and trademark licensing area While these changes are generally subtle should you find yourself in the negotiation of a multi year license agreement for a hot property a half point difference in royalty rates over a five year period can mean millions of dollars in additional or decreased royalty income Seemingly minor changes can have substantial consequences In addition to the table of royalty rates that we have provided in years past the 2022 Edition has important features that should be of interest to our readers A new subsection discussing common marketing funds CMFs CMFs are relatively common in the industry and are included in roughly fifty percent of cases Updated royalty rate surveys with product categories listed alphabetically and by trademark class Survey charts have been completely revamped to include a range of typical royalty rates for each product category as well as the industry average royalty rate for each particular product Sections 2 and 3 now include royalty rate surveys for interior design properties An updated listing of the top franchises from 2021 Updated Section 6 detailing the state of the licensing industry with updated survey and statistical information on worldwide licensing revenues by property type and product category as well as the latest information on the top properties and agents in the industry The 2022 survey includes property segment category for interior

designers as licensor properties This is a small but growing segment of the licensing marketplace Updated listing of licensing agents and consultants actively working in the industry New Appendix containing the latest reported court decisions with respect to royalty rates in all facets of the industry including consumer products computer technology telecommunications plant patents biotechnology video games music and reasonable royalty rates **Licensing Royalty Rates** Gregory J. Battersby,Charles W. Grimes,2008 A must have bargaining tool to maximize your royalty rates for licensing properties Licensing Royalty Rates provides the in depth guidance you need on every step of determining a proper royalty rate It s a handy one volume reference tool that provides detailed royalty rates for 1 500 products and services in ten different licensed product categories art celebrity character entertainment collegiate corporate designer event music nonprofit and sports The all new data in Licensing Royalty Rates was compiled using information from the U S Patent and Trademark Office The information is carefully reviewed by a blue ribbon panel of expert licensing consultants who are uniquely qualified to know what the appropriate rate range is for specific properties in each licensing category It s organized into four timesaving sections royalty rate listing alphabetically by licensed product royalty rate listing by international trademark class checklist of licensed products and services and comprehensive list of licensed products and services to give researchers fast access to comprehensive statistical and analytical data *Licensing Royalty Rates, 2013 Edition* Gregory J. Battersby,Charles W. Grimes,2012-12-01 Knowing the going royalty rate for virtually any product is as simple asreaching for the newly published Licensing Royalty Rates 2013 Edition This information packed report details the royalty rates for over 1 500products and services in ten lucrative licensed product categories art celebrity character and entertainment collegiate corporate designer event sports nonprofit and music Setting a royalty rate too high can scare away potential licensees whileaccepting a lower rate can cost licensors hundreds of thousands of dollars Licensing Royalty Rates 2013 Edition provides all the information youneed to calculate the right rate every time The data in Licensing Royalty Rates is compiled usinginformation from the U S Patent and Trademark Office After careful review bya blue ribbon panel of expert licensing consultants uniquely qualified to knowwhat the appropriate rate range is for specific properties in each licensingcategory the information is organized into four time saving sections thatgive researchers fast access to comprehensive statistical and analytical data Royalty rate listing alphabetically by licensed product provides adetailed alphabetical listing of products and their suggested rate rangeacross all product categories Royalty rate listing by international trademark class lets you quicklyidentify subtle royalty rate differences between similar products withinspecific international trademark classes Checklist of licensed products and services offers a quick reference toproducts with a high potential for licensing Comprehensive list of licensed products and services presents adetailed list of all surveyed products and services within a trademark classfor preparing intent to use trademark applications This detailed information gives both beginning and more experienced licensingprofessionals the confidence needed to negotiate the maximum allowable rateregardless of the product the market and the parameters of the

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Licensing Royalty Rates Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the ability of words has become more evident than ever. They have the capability to inspire, provoke, and ignite change. Such could be the essence of the book **Licensing Royalty Rates**, a literary masterpiece that delves deep in to the significance of words and their affect our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall effect on readers.

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