



Licensing Royalty Rates, 2004 Edition

Gregory J. Battersby, Charles W. Grimes

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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.

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