

NO LICENSING EXPERIENCE YET?

An intro to licensing



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Today's topics

WHAT

HOW

WHY

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LICENSE
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Definition of licensing

Licensing refers to the permission one company gives to another to use its brands, products or technology.

It is agreement that allows one party to use and/or generate revenue from another party's copyright/patent.

It is a type of partnership that benefits both parties.

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Basic principles of licensing

RIGHTS:

The licensor (the rights holder) grants the licensee (the partner) the right to use a product or brand.

COMPENSATION:

In return, the licensor receives compensation, often in the form of royalties or a share of sales.

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Types of licensing

PRODUCT LICENSE:

A product license allows a company to produce or sell a product under a specific brand. For example: A toy manufacturer is granted a license to produce toys based on a popular movie character. Here, the licensee benefits from the brand recognition, while the licensor benefits from the royalties.

PROMOTION LICENSE:

This is where a company can use another's brand to promote its own products. An example would be a drink that is promoted with the license of a famous sports team. This type of licensing can help make the product more attractive and attract new customers.

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Needs to success

- Brand fit mandatory
- Get along between Licensee and Licensor
- Brand strategy to be followed by Licensor
- Fan base crucial element of business
- Price, Product and Placement in alignment to target group
- Involvement of Retail and eCom into marketing strategie

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 **Thalia**

Harry Potter



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topmodel
by Heidi Klum

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20 YEARS
Ready to celebrate!
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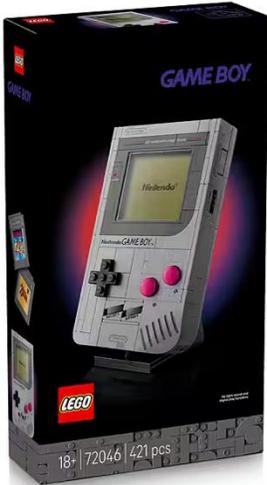
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Trolls

SWAROVSKI



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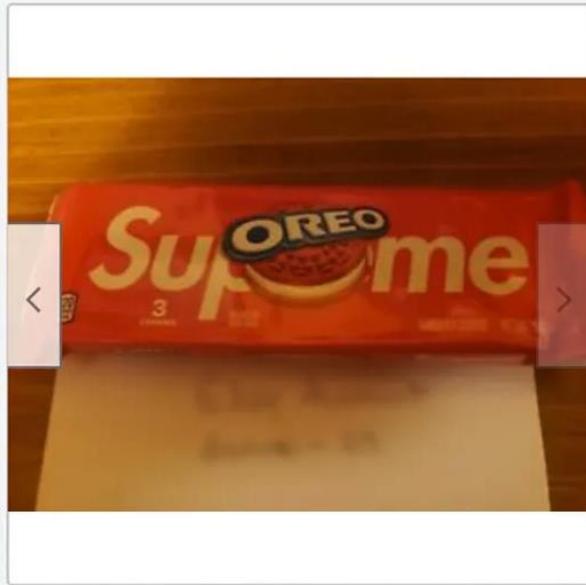


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Supreme

OREO



1 Package of 3 **Rare Supreme OREO Red Cookies NEW SEALED, Made in NJ**

Condition: **New**

Time left: 5d 11h Tuesday, 8:53PM

Current bid: **US \$4,000.00** [42 bids]

Place bid

Enter US \$4,050.00 or more

[♥ Add to Watchlist](#)

Ships from United States

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115 watchers

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LOVE IS IN
THE HAIR.



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Terms and conditions

MINIMUM GUARANTEE:

A guarantee sum is a fixed amount that the licensee pays to the licensor to acquire the right to use the license. This payment is often made in advance and serves to give the licensor some assurance that he will receive a minimum remuneration. This can be offset against the royalties

ROYALTIES:

Royalties are ongoing payments made by the licensee to the licensor based on the revenue generated through the use of the license. These payments are often calculated as a percentage of the licensee's revenue or profit.

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Talking in numbers

Let's assume that a contract is signed for 3 years of license use. The licensee's forecast shows a retail turnover of 1.000.000 EUR. Both parties have agreed on 10% royalties, reported quartely:

Potential royalties in 3yrs:	100.000 EUR
Guarantee (50% of FC):	50.000 EUR

Retail turnover p/pcs:	10 EUR
Royalties p/pcs:	1 EUR

Top performance:	+100.000 pcs
Recouped performance:	50.000 pcs
Under performance:	<49.999 pcs

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Advantages of licensing

RISK REDUCTION:

Companies can test new products or markets without making large investments in research and development.

MARKET / TARGET GROUP ACCESS:

Licensees gain access to existing markets and (new) target groups, which speeds time to market.

EXPANSION OF BRAND REACH:

Licensors can increase their brand awareness by distributing their products through partners.

ADDITIONAL REVENUE STREAMS:

Royalties provide a continuous revenue stream for licensors

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Conclusions

In summary, licensing is a flexible business model that offers benefits to companies on both sides.

It enables innovation and growth while minimizing risks.

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THANK YOU

and welcome to the
fabulous world of
licensing

