The Licensing Letter Royalty Trends Report 2015

Description: The Licensing Letter Royalty Trends Report gives you an extensive look at trends for royalty rates, guarantees and advances for every property type and product category, including analysis of the key business factors that affect them.

In addition to current royalty rates, you'll find 10-year trendlines for Art, Entertainment/Character, Fashion, Sports, Trademark/Brand among others so you can benchmark your deals against industry norms.

With your copy of the Royalty Trends Report you'll also have royalty rates broken out for 16 key product categories and 9 subcategories, from Apparel and Accessories to Toys/Games and Food/Beverages, including ranges that will help you maximize the return from your licensing agreements.

Plus, make sure your new licensing agreements are competitive by learning the secrets behind the most creative royalty/guarantee/advance-based deal points.

The 2015 Licensing Letter Royalty Trends Report gives you 39 charts, tables and graphs filled with data you'll use to formulate realistic and fair intellectual property licensing agreements that foster genuine partnerships between licensors and manufacturers.

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About The Licensing Letter

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