Description: This compendium provides a readily accessible guide to royalty rate information for trademarks and copyrights based on real-world transactions. Also reported are other indications of value derived from details of recent acquisitions. The information in this book has been collected from reliable sources since September 1990 and is considered to represent a comprehensive collection of trademark and copyright pricing information. The information contained herein is organized by industry as follows:

Industries Covered

- Airline
- Apparel
- Architecture
- Art
- Automotive & Boats
- Celebrities
- Communications
- Corporate Names
- Electronics
- Food & Beverage
- Franchises Furniture
- General Merchandise
- Internet Domain Names
- Medical and Personal Care
- Media and Movies
- Music
- Party Goods
- Publishing
- Restaurants and Hotels
- Sports
- Toys
- University Names

The sections below, look at the characteristics and trends in trademark and copyright licensing.

Following those discussions are summary statistics from the royalty rates presented in the book.

Trademarks and Brands

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the sources of goods of one party from those of others. A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product (“trademark” will refer to both trademarks and service marks in there maining discussion). As the definition of a trademark implies, the original purpose of trademarks was to distinguish the actual source of goods and services between parties, to allow the maker of those goods and services to benefit from the reputation and goodwill associated with the trademarks. Ironically, the explosive growth in trademark and brand licensing in today's economy has blurred the lines such that it is no longer always clear who the “maker” is on a branded or trademarked product. Trademark license agreements and the courts place the burden of monitoring quality control of the underlying product on the licensor so that consumers are not misled into buying a branded product that does not meet the quality reputation of the brand.

Today, trademark and brand licensing is everywhere. A Toshiba laptop computer may carry trademarks for Toshiba, Microsoft, Intel and nVIDIA. A box of Kraft Macaroni and Cheese not only carries the Kraft trademark, but may also carry trademarks and/or copyrights for SpongeBob Square Pants, Scooby Doo, or Blues Clues cartoon characters. Food products in fast food restaurants certainly carry the name of the restaurant chain, but may also be branded with a low carbohydrate diet trademark such as Atkins. Trademark and brand licensing is a part of the very fabric of the overall economy,
and is so commonplace that consumers have become accustomed to nearly all consumer products having one or more levels of “branding” associated with them. And manufacturers realize that it is no longer good enough to simply sell a quality product – a good tasting macaroni and cheese meal – to thrive it is necessary to associate your product with the hottest brands that are now omnipresent in our daily lives.

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