



# Licensing Royalty Rates: 2001 Edition

*Gregory Battersby, Charles W. Grimes*

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Knowing the "going" royalty rate for virtually any product is as simple as reaching for the newly published *Licensing Royalty Rates, 2013 Edition*. This information-packed report details the royalty rates for over 1,500 products 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, while accepting a lower rate can cost licensors hundreds of thousands of dollars. *Licensing Royalty Rates, 2013 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.

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.

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