

Don't leave licensing money on the table!

Licensing Royalty Rates, 2010 Edition gives you the in-depth guidance you need at every step of determining a proper royalty rate. Which market valuation technique should you use? How do industry norms, returns on investment, and other preliminary considerations affect the rate you set? How can compensation provisions, such as advances, minimums, and sublicensing be handled favorably?

Even though the answers to these critical questions will change with every deal, you'll always find the guidance you need to craft the most lucrative deal possible in this handy one-volume reference.

The 2010 Edition provides an extensive list of professional licensing consultants and international licensing agents.

SURVEY: ALPHABETICAL LISTING BY LICENSED PRODUCT

| Licensed Product | Class | Art | Celebrity | Character/Entertainment | College | Corporate | Designer | Event | Sports |
|--|-------|-------|-----------|-------------------------|---------|-----------|----------|--------|--------|
| Action Balls (Rubber) | 28 | NA | NA | 8-12% | 6-8.5% | NA | NA | 10-15% | 8-10% |
| Action Figures | 28 | NA | 8-10% | 8-15% | 6-8.5% | 8-12% | NA | 10-15% | 8-10% |
| Action Figures and Accessories Thereof | 28 | NA | 8-10% | 8-15% | 6-8.5% | NA | NA | 10-15% | 8-10% |
| Action Skill Games | 28 | NA | 3-7% | 10-12% | 6-8.5% | NA | NA | 10-15% | 8-10% |
| Action Toys (Indicate Type of Operation) | 28 | NA | 3-7% | 8-12% | 6-8.5% | NA | NA | 10-15% | 8-10% |
| Action Toys (Mechanical) | 28 | NA | 3-7% | 8-12% | 6-8.5% | NA | NA | 10-15% | 8-10% |
| Action-Type Games | 28 | NA | 3-7% | 8-12% | 6-8.5% | NA | NA | 10-15% | 8-10% |
| Address Books | 16 | 5-8% | 3-7% | 8-12% | 6-8.5% | 5-8% | NA | 10-15% | 8-10% |
| Adhesive Bandages | 5 | NA | 3-7% | 5-10% | NA | 8-10% | NA | 10-15% | 8-10% |
| Adults' and Children's Party Games | 28 | 5-8% | 3-7% | 10-12% | 6-8.5% | 5-8% | NA | 10-15% | 8-10% |
| Alghans | 24 | 5-8% | 3-7% | 8-12% | 6-8.5% | 5-8% | NA | 10-15% | 8-10% |
| After-Shave Lotions | 3 | NA | 3-7% | NA | NA | 3-6% | NA | 10-15% | 8-10% |
| Air Fresheners | 5 | NA | NA | 7-10% | 6-8.5% | 4-12% | NA | 10-15% | 8-10% |
| Air Mattresses for Recreational Use | 28 | NA | NA | 8-12% | 6-8.5% | 5-8% | NA | 10-15% | 8-10% |
| Airplanes (Paper) | 28 | NA | NA | 8-12% | NA | 5-8% | NA | 10-15% | 8-10% |
| Airplanes (Scale Model) | 28 | NA | NA | 8-12% | NA | 5-8% | NA | 10-15% | 8-10% |
| Airplanes (Toy) | 28 | NA | NA | 8-12% | NA | 5-8% | NA | 10-15% | 8-10% |
| Alarm Clocks | 14 | 5-8% | NA | 8-12% | 6-8.5% | 4-7% | NA | 10-15% | 8-10% |
| Albums (Photograph) | 16 | 8-10% | 3-7% | 8-12% | 6-8.5% | 5-10% | NA | 10-15% | 8-10% |
| Albums (Scrapbook) | 16 | 6-10% | 3-7% | 8-12% | 6-8.5% | 5-8% | NA | 10-15% | 8-10% |
| All-Terrain Vehicles (Toy) | 12 | NA | 3-7% | NA | NA | 5-8% | NA | 10-15% | 8-10% |
| Animals (Not Toys) (Stuffed) | 20 | NA | 3-7% | 7-12% | 6-8.5% | 3-6% | NA | 10-15% | 8-10% |

Over 1,500 licensed products are listed alphabetically and provide easy access to royalty rate guidelines for specific products across all product categories

Timesaving checklist of licensed products and services within given classes covered by intent to use trademark applications

CHECKLIST OF LICENSED PRODUCTS AND SERVICES

CLASS 9: ELECTRICAL AND SCIENTIFIC APPARATUS

| | |
|--|--|
| <input type="checkbox"/> Motion Pictures | <input type="checkbox"/> Radios |
| <input type="checkbox"/> Cinematography And Video Films And Tapes | <input type="checkbox"/> Cameras |
| <input type="checkbox"/> Cassettes And Discs | <input type="checkbox"/> Electronic Calculators |
| <input type="checkbox"/> Phonograph Records | <input type="checkbox"/> Thermometers |
| <input type="checkbox"/> Audiocassettes | <input type="checkbox"/> Telephones |
| <input type="checkbox"/> Magnetic Signs | <input type="checkbox"/> Photographic Slide Transparencies |
| <input type="checkbox"/> Eyeglasses And Sunglasses And Frames Thereof | <input type="checkbox"/> Telescopes |
| <input type="checkbox"/> Spectacle Cases | <input type="checkbox"/> Binoculars |
| <input type="checkbox"/> Optical Viewers For 3-D Graphic Representations And Pictorial Inserts Thereof | <input type="checkbox"/> Tape Measures And Rulers |
| <input type="checkbox"/> Goggles | <input type="checkbox"/> Opera Glasses |
| | <input type="checkbox"/> Magnifying Glasses |
| | <input type="checkbox"/> Barometers |
| | <input type="checkbox"/> Thermometers |
| | <input type="checkbox"/> Dial-Type Calendars |
| | <input type="checkbox"/> Lifesaving Apparatus |

CLASS 11: ENVIRONMENTAL CONTROL APPARATUS

| | |
|--|---|
| <input type="checkbox"/> Flashlights | <input type="checkbox"/> Pen Lights |
| <input type="checkbox"/> Electric Lamps | <input type="checkbox"/> Charcoal-Burning Barbecues |
| <input type="checkbox"/> Lighting Fixtures | <input type="checkbox"/> Water Fountains |
| <input type="checkbox"/> Electric Night Lights | |

CLASS 12: VEHICLES

| | |
|---|---|
| <input type="checkbox"/> Infant And Children's Walkers | <input type="checkbox"/> Sun Roofs For Vehicles |
| <input type="checkbox"/> Auto Safety Seats | <input type="checkbox"/> Auto Sun Shades |
| <input type="checkbox"/> Strollers And Carriages | <input type="checkbox"/> Auto Tire Covers |
| <input type="checkbox"/> Litter Bags | |
| <input type="checkbox"/> Cup Holders And Visor Mirrors For Motor Vehicles | |

CLASS 14: JEWELRY

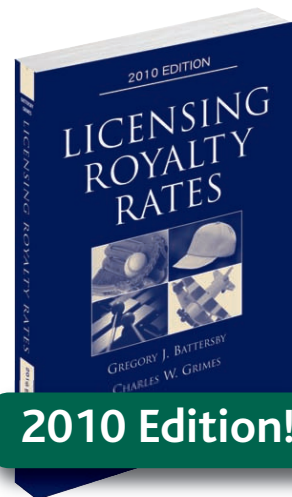
| | |
|--|---------------------------------------|
| <input type="checkbox"/> Clocks | <input type="checkbox"/> Key Holders |
| <input type="checkbox"/> Watches | <input type="checkbox"/> Cuff Links |
| <input type="checkbox"/> Precious Metal Key Rings And Chains | <input type="checkbox"/> Belt Buckles |

Includes detailed analysis of royalty rate trends:

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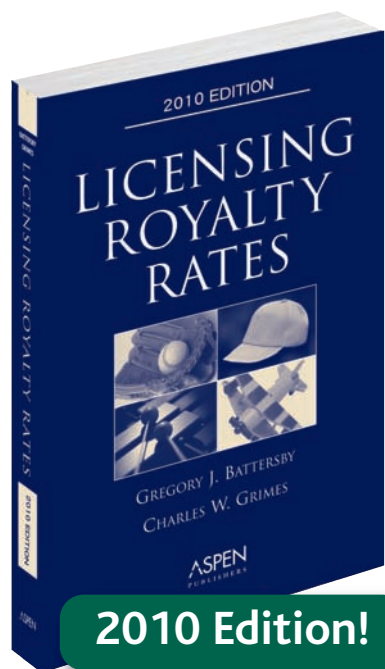
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Setting a royalty rate too high can scare away potential licensees while accepting a lower rate can cost licensors hundreds of thousands of dollars! **Licensing Royalty Rates, 2010 Edition**, provides all the information you need to calculate the right rate every time.



2010 Edition!

Practical information mined from the most comprehensive rate survey ever compiled

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.
- **Checklist of licensed products and services**—offers a quick-reference to products with a high potential for licensing.
- **Royalty rate listing by international trademark class**—lets you quickly identify subtle royalty rate differences between similar products within specific international trademark classes.
- **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.

No other rate guide offers the current and in-depth information available in the new *Licensing Royalty Rates*. It will save you time, effort, and money every time you reach for it!

About the Editors

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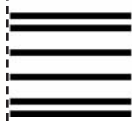
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