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# Licensing A Quick Guide

Licensing enables you to generate income from your intellectual property and permit others to use it but at all times keeping it under your control. Licence agreements can be a great revenue stream for your business and once you have protected your base intellectual property rights you may wish to consider how to exploit them.



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Some key issues to note are:

- The nature of the licence depends on your base intellectual property rights. Make sure you own these and have protected them before you consider granting a licence.
- Licences can arise in distribution of products, when a business franchises its setup, when you enter into a joint venture and your business associate wishes to use your brand, in relation to computer software or for reproduction of artistic works.
- A licensing agreement can specify exactly how the other business may use your intellectual property and clearly state what actions are prohibited.
- Licensing fees add to the value of your business and are seen as a great asset on the sale of a business.

#### HOW WE CAN HELP

We can advise on all aspects of licensing as well as to identify the intellectual property in your business and how you may protect it. As the founding member of Mackrell International, an international network of independent law firms, we can offer Intellectual Property assistance worldwide.



**Maung Aye**

Partner, Company and Commercial Department

**T:** 00 44 (0) 20 7240 0521

**E:** [Maung.Aye@mackrell.com](mailto:Maung.Aye@mackrell.com)

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