

# Mackrell

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Corporate Law

## A Quick Guide to Licensing



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**Licensing enables you to generate income from your Intellectual Property whilst also keeping it under your control. Licence agreements can be a significant revenue stream for your business and once you have protected your base Intellectual Property rights you may wish to consider how to exploit them.**

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 business franchises are 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 a licensee may use your intellectual property and should state what actions are prohibited.
- Licensing fees add to the value of your business and licensed Intellectual Property is often seen as an asset on the sale of a business or company.

## **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.

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