



## TRADEMARKETPLACE, LLC

*Where Intellectual Property Assets Meet the Market™*

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### **THE SIX QUESTIONS EVERY LICENSOR MUST BE ABLE TO ANSWER ABOUT THEIR LICENSING PROGRAM**

- 1. Is your licensing representative communicating to you regarding all issues associated with the licensing program in a timely and complete manner?**
- 2. Are licensees threatening (or even contemplating) legal action against your company or your licensing representative?**
- 3. Is your licensing representative adding value to your program through responsive and creative assistance to its licensees or is the representative perceived as an adversary?**
- 4. Which are the most important licensees, how are those licensees performing and when do their license agreements expire?**
- 5. Why did that prospective licensee ultimately decide not to join your program?**
- 6. Do your licensing agreements provide state-of-the-art legal protections for your trademarks and other assets?**