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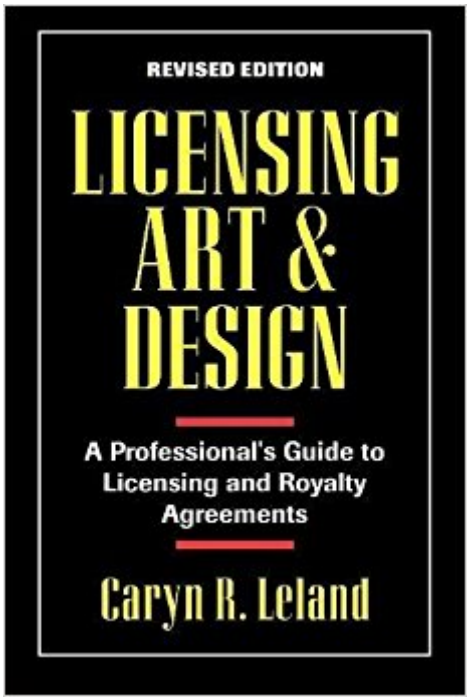
Licensing Art And Design: A Professional's Guide To Licensing And Royalty Agreements



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Synopsis

This text shows the designer, illustrator, photographer or fine artist how to increase income by licensing creative images. Coverage includes: copyright, patent and trademark law; licensing agreements; maximizing royalties; negotiation checklists; model agreements; finding manufacturers; and licensing in cyberspace.Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don’t aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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Customer Reviews

A handy little reference work for a burgeoning, relatively new business: the creation of licenced products -- Photo District NewsFor those looking to negotiate their way around the $66 billion dollar merchandising market, Licensing Art & Design is a definitive map. It points out the pitfalls and offers sound advice to achieve success. It’s one of the best-selling titles on the Graphic Artists Guild Bookshelf -- Paul Basista, Executive Director, Graphic Artists GuildLeland, an attorney experienced in representing graphic artists, provides plentiful information on how designers, illustrators, and fine artists can increase their income by licensing their creative work -- Publish

Would you like to learn how to profit by licensing your images on apparel, graphics and stationery, household accessories, computer games, CD-ROMs, and countless other products? You hold the key right in your hands. This book teaches you how to succeed in the world of commercial licensing and shows you how you can transform your ideas and images into profitable ventures. Inside you will find a detailed explanation of copyright, trademark, and patent laws so you can protect your work; complete explanations of various licensing agreements; strategies for negotiating licensing agreements to help you maximize royalties; a negotiation checklist to help you evaluate the deals you are offered; and model Agreements covering short and long form licenses, agent representatives, multimedia deals, and confidentiality and nondisclosure issues.

I am an art licensing agent, and I use this book, along with a few other references, on a regular basis. It could probably be updated, like a previous reviewer stated, but it is still very helpful when determining royalty rates. It is good for an artist just starting to license, as it’s easy to follow and is a great introduction into licensing art.

I feel the book is worth the money spent on it.

It’s all there in a nutshell.

I did a lot of reviewing of licensing art before choosing this one and I’m glad I did. We did not have to wait long for it to arrive and it has been very helpful and easy to understand.

Not many legal jargons, easy to read guidebook for non-lawyers. As a practicing lawyer, I also like the book because it provides useful information not directly related to legal theory but practical tips for licensing (e.g. royalty negotiation). Will be great if more contract templates are provided.

Despite a boom in licensing and totally new markets exploding for licensed artwork and design (especially with opportunities for American and European artists, designers and industrial designers now working directly with Chinese manufacturers), this old tome is unfortunately still one of the better books available for the creative/businessperson. This subject desperately needs revising and updating... hello? Caryn R. Leland? We need you!

There aren’t many books out there for licensing art, or licensing, period. This is one of three books I use as a reference when negotiating licensing agreements for the artists I represent. It’s very basic, yes, but helpful. I would like to see a follow up to this book for advanced licensors!

I got my book on time and very well packedthanks a lot for the superb job!! thanks a lot

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