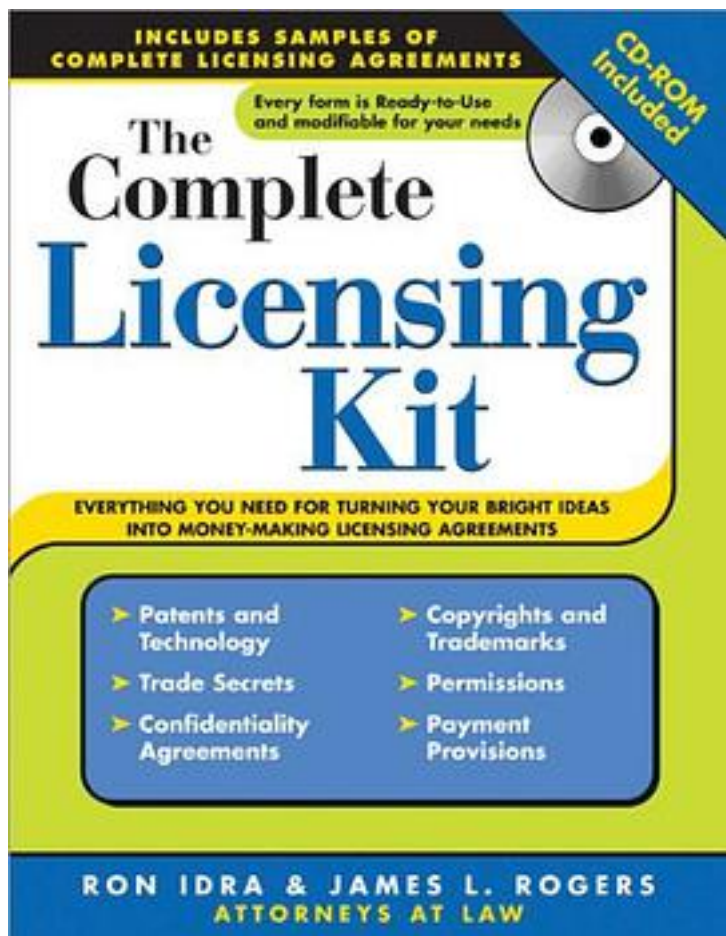


# The Complete Licensing Kit



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Licensing is a multi-billion dollar industry. More people than ever are involved with intellectual property transactions and arrangements in everyday business. Anyone using, selling, transferring, giving, or obtaining permissions to use a product protected

by intellectual property law can benefit from this book. It serves as an introduction and guide to reviewing, writing, and negotiating most of the licenses and agreements necessary to turn intellectual property into profit. Whether you are a business owner, inventor, engineer, artist, writer, photographer, or freelancer-The Complete Licensing Kit will give you a better understanding of your intellectual property rights and the processes of licensing and permission.

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