



Licensing4Profits
LEVERAGING TOMORROW'S IDEAS TODAY

LICENSING COACHING

Get a Licensing Professional on Your Team



www.licensing4profits.com/coaching

Dear Rand,

I promised to keep you updated, and I apologize for taking so long to get back to you. I cannot thank you enough because the coaching session we had a few months ago was very impactful, and it set me off in the right direction using the ideas and concepts from your study courses. I was able to get a significant entertainment management company in California interested and on board with my branded entertainment idea.

Thank you kindly,

Mitch

Hi Rand,

Per our last coaching session, you told us if this event goes well, the DIRTY IN THE CLUB ® brand will take off...well, its' been less than two weeks, and you were right...licensing opportunities are moving quickly. Over a month ago, DIRTY IN THE CLUB ® struck the first licensing deal in the events category (Halloween party). As a result of that event, our first licensee is prepared to sign a multi-year renewal deal for future events. The partnering venue also believes our brand has tremendous growth potential and considers it the "Next Big Thing in Southern California Nightlife." We were also approached ...by an influential entertainment promotions group about (licensing) the DIRTY IN THE CLUB ® brand name for an entertainment infused restaurant concept across the country.... We want to schedule a time for our next coaching session to speak about these details.

All the best, Ryan & RJ

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YOUR INTELLECTUAL PROPERTY IS A WEALTH CREATING ASSET

THE BIGGEST WEALTH CREATING OPPORTUNITY TODAY IS INTELLECTUAL PROPERTY.



View any news service around the world, and you'll find articles about IP every day. In today's economy, you can make more money licensing your IP than making and selling it yourself as a single product or service. Your IP is a money-making asset that will give you the ability to create a lifetime of wealth and prosperity for you and your family.

LICENSING IP IS SIMILAR TO BUYING AND SELLING REAL ESTATE.

Like real estate, you can leverage the equity value of your IP. However, instead of burdening it with debt, you build your IP value every time it's licensed to another company. And unlike real estate (which can only be used by one renter), your IP is an abundant property that can be licensed and used by many partners simultaneously. And that's what creates significant money-making opportunities for your IP.



THE NUMBER ONE REASON WHY MOST IP NEVER MAKES MONEY

LICENSING YOUR INTELLECTUAL PROPERTY IS ONE OF THE FASTEST WAYS TO MAKE MONEY WITH IT, BUT LICENSING IS ALSO ONE OF THE MOST CHALLENGING.

ONE OF THE BIGGEST CHALLENGES IS NOT TAKING ACTION WITH YOUR IP. IT'S WHY 95% OF INTELLECTUAL PROPERTY DOESN'T MAKE MONEY.



Every day you wait to do something with your IP, it costs you money - in legal fees, lost opportunities, or unrealized income. It doesn't matter if you have a new product, software, movie, or game; your ability to make money with your intellectual property is limited only by knowing what you can do with it and taking action to do it.

In today's fast-moving economy, your success depends on knowing the right actions to take.

You don't need to be an expert on licensing, but you do need an experienced licensing professional to advise, guide, and show you the right way to empower your IP. Paying for professional expertise is a good investment because taking the wrong actions can cost you more in time and lost money-making opportunities.

AVOIDING THE MISTAKES THAT OTHERS MAKE

SUCCESSFULLY BRINGING YOUR IP TO MARKET IS SOMETHING THAT REQUIRES PERSISTENCE AND PATIENCE.

If you take a shortcut and try to "rush ahead," you wind up making the same mistakes as others before you. Because you don't know your licensing options, you end up pursuing the wrong approach and signing a deal with the wrong licensing partner, costing you a lot of time, money, or worse, your IP rights.



Your licensing efforts will be more successful when you know where others went wrong and how to avoid those mistakes. That alone is worth the investment in Licensing Coaching. You'll get my experience on your team, you'll learn how others have succeeded, and together we'll map out a path for your licensing success.

HOW TO SUCCEED IN LICENSING

LICENSING IS A PROCESS. SUCCESS REQUIRES ACCESS TO THE KNOWLEDGE, DOCUMENTS, INFORMATION, AND RESOURCES TO BE SUCCESSFUL.

- ✓ EVALUATION OF THE LICENSING OPPORTUNITIES
- ✓ IDENTIFYING ALL THE PARTS OF YOUR IP
- ✓ MAKING SURE YOUR IP IS PROTECTED PROPERLY
- ✓ ACTION PLAN ON WHAT TO DO AND WHEN
- ✓ CONTACTS WITH POTENTIAL LICENSING PARTNERS
- ✓ ADVICE ON PRESENTING AND NEGOTIATING
- ✓ LICENSING AGREEMENTS AND LEGAL ADVICE
- ✓ MANAGING YOUR LICENSING PARTNERS



Often the real roadblock to making money with your IP isn't the problem itself but the path you take to finding the solution. When you sign up for a licensing coaching plan, you'll get immediate access to my professional expertise and real-world resources to guide you on exactly what to do and how to do it. Together we will develop a realistic and achievable blueprint for licensing your IP that **you can accomplish**.

WHY YOU NEED A LICENSING COACH

JUST LIKE WORKING WITH INVESTMENT ADVISERS, ATTORNEYS, ACCOUNTING AND OTHER EXPERTS TO HELP YOU WITH YOUR FINANCIAL, TAX, AND LEGAL NEEDS, PROFESSIONAL EXPERTISE IS REQUIRED TO HELP YOU MANAGE AND MAKE MONEY WITH YOUR IP.



Whether you're an inventor, startup, business owner, you need licensing expertise to avoid the pitfalls and guide you in the actions to create successful licensing deals.

Licensing Coaching is the only coaching resource of its kind. The goal is simple. If you are new to the IP money-making game, I will help you get your first deal done in the shortest time frame

possible. If you are making money with your IP, I will help you build a portfolio of licensing agreements to work less and make more. I'll open your mind to some of the unknown ways of using your (or someone else's) IP to make high six-figure and even seven-figure licensing deals.

The Licensing Mastery Coaching Program saves you time, money, and resources. It gives you my over three decades of licensing experience and know-how, avoids the costly licensing mistakes, and enables you to create the best money-making licensing deals for your IP in as little as 90 days.

WHAT YOU WILL ACCOMPLISH

- Evaluate your intellectual property and determine the best licensing options. You may have several different IPs, and I help you determine which one(s) to license.
- **How to make your intellectual property licensable and create your licensing package.** In some cases, it may be mainly a matter of converting existing material. In other cases, it may involve taking a clear concept and creating something tangible based on it.
- Set up a legal agreement tailored to specific licensing requirements. I'll provide an agreement template as part of the Coaching program, which you can tailor to your needs. I'll also give you a qualified licensing attorney referral to make sure your agreement is done correctly.
- **Create a licensing strategy and plan detailing how you will license your IP. It may be exclusive for a single licensee; in other cases, it is licensed non-exclusively to multiple licensing partners. It's also possible to do both at the same time.**
- Determine what to charge for your IP rights (initial costs, royalties, support fees). I'll show you a method that you can use to determine a suitable royalty rate structure, which royalty and payment models that work ... and those that don't.
- **I'll coach you on different ways to promote your licensing opportunity, find potential licensees, contact them, what to send them, and how to make your licensing presentations.**
- How to organize and support your licensees in different locations. There are various ways in which you can manage and support your licensees. For example, some licenses are organized by territory, others by sector, and so on. I'll help you work out the options.
- **How to create a training program for your licensees. This mechanism enables you to control the quality of licensed products and also helps you to protect your IP goodwill, brand, and reputation.**
- We'll discuss different ways to evaluate potential licensing partners and an inside strategy to determine which ones will be winners. In fact, with this kind of knowledge, you could very quickly set yourself up as a licensing advisor or consultant as well. Others will pay you handsomely for your intuition and expertise.
- **You'll fully understand how to know if there's a market for your IP BEFORE you license it. That is a simple method of practically eliminating risk. It's invaluable, yet you won't find it readily available.**

COACHING PLAN OPTIONS

6 Month Coaching Plan

Develop and Manage the Entire Licensing Program

This plan is for IP owners looking for longer-term guidance to develop and manage the entire licensing campaign – from planning through contract compliance. It is best suited for market-ready IP – meaning it's tested and proven. In addition to the weekly coaching calls and support tools, this plan includes developing the systems for managing your licensing deals, including the QC, royalty payments, and performance tracking.

Cost: \$6,000

3 Month Coaching Plan

Set up and Launch Your Licensing Campaign

We will go through the same steps and processes for my consulting clients during the weekly one-hour coaching calls – from creating your licensing strategy, contacting target licensees, and negotiating a deal. I provide the experience and know-how; you provide the time and legwork to set up and manage the licensing campaign activities. I'll be with you every step of the way to advise and guide you and make sure you are on the right track.

Cost: \$3500

1 Month Coaching Plan

Get Advice on Your IP and What to do Next

This option is a great way to get some advice and guidance on what you need to license your IP. Whether it's learning if your IP is licensable or solving a specific licensing issue, the one-on-one coaching calls will get you the answers you need to figure out your next licensing step. I'll work with you to help you get organized, so you are ready to take the next step in your licensing process.

Cost: \$1500

TURN YOUR IP INTO INCOME



**JUST ONE LICENSING DEAL WILL RETURN YOUR
LICENSING MASTERY COACHING INVESTMENT
SEVERAL TIMES OVER.**

It only takes one deal, the right deal, to make a lot of money with intellectual property. But the key is taking action. In today's economy, you can make more money licensing your IP than making and selling it yourself as a single product or service.

Licensing Coaching will focus your licensing efforts in the right direction. You'll overcome the thinking that stifles your IP potential, learn the different ways to use your IP, and take advantage of all the money-making power of your IP.

Most importantly, Licensing Coaching will help you discover new money-making licensing opportunities and alternatives you didn't know existed.

[WWW.LICENSING4PROFITS.COM /COACHING](http://WWW.LICENSING4PROFITS.COM/COACHING) TO SIGN UP TODAY AND TURN YOUR IP INTO MONEY-MAKING LICENSING DEALS.

ABOUT RAND BRENNER



Rand Brenner is CEO of Licensing Consulting Group (LCG), an intellectual property management and licensing company specializing in assisting startups and small to mid-size businesses strategically use their intellectual property to generate revenues. He is also the founder of Licensing4Profits, which offers training, coaching, and licensing courses and how to use it to make money with all types of intellectual property.

His licensing experience includes medical devices, health care technology, consumer products, food, entertainment, software, digital media, and more. Rand has licensed some of the biggest Hollywood blockbusters, including "Batman" and the "Mighty Morphin Power Rangers," both of which generated billions of dollars in worldwide merchandise sales. His career included executive positions at Saban Entertainment and Warner Bros Consumer Products. Rand has led international licensing programs as both licensee and licensor for startups and Fortune 500 companies, and through consulting projects focused on strategy, marketing, and business development initiatives.

LICENSING4PROFITS



Licensing4Profits is an online resource that offers information, resources, and real-world expertise to make money buying and selling intellectual property rights. L4P provides you the licensing tools for any stage of the licensing process – whether you are new to the world of IP and licensing, need advice on what to do with your IP, or ready to take your licensing activities to the next level. At Licensing4Profits, you'll have access to webinars, audio workshops and video courses, professional coaching, a database of IP resources, licensing documents, and continuously updated content with real-world, actionable information.

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