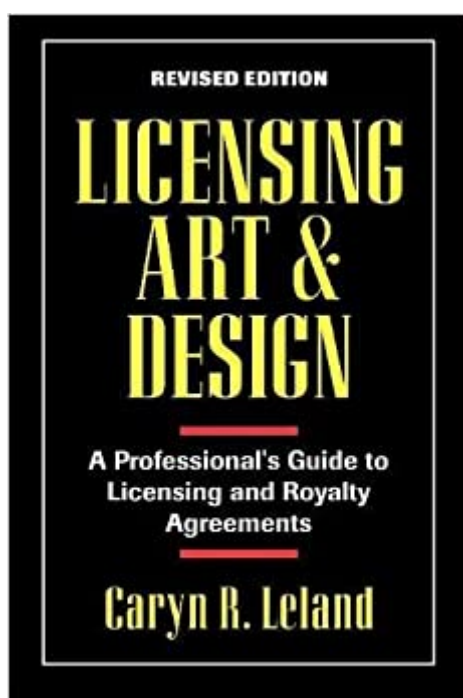


The book was found

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



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.

Book Information

Paperback: 128 pages

Publisher: Allworth Press; Revised edition (May 1, 1995)

Language: English

ISBN-10: 1880559277

ISBN-13: 978-1880559277

Product Dimensions: 6 x 6 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 16 customer reviews

Best Sellers Rank: #577,712 in Books (See Top 100 in Books) #48 in Books > Law > Intellectual Property > Patent, Trademark & Copyright > Copyright #1639 in Books > Arts & Photography > Graphic Design > Techniques #5927 in Books > Textbooks > Law

Customer Reviews

A handy little reference work for a burgeoning, relatively new business: the creation of licenced products -- Photo District News For 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 Guild Leland, 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 packed thanks a lot for the superb job!! thanks a lot

[Download to continue reading...](#)

Licensing Art and Design: A Professional's Guide to Licensing and Royalty Agreements The Zenith Trans-Oceanic, the Royalty of Radios: The Royalty of Radios (A Schiffer Book for Collectors) Software Agreements Line by Line, 2nd ed.: A Detailed Look at Software Agreements and How to Draft Them to Meet Your Needs The Four Agreements Companion Book: Using the Four Agreements to Master the Dream of Your Life (Toltec Wisdom) Welding Licensing Exam Study Guide (McGraw-Hill's Welding Licensing Exam Study Guide) Barron's Real Estate Licensing Exams, 10th Edition (Barron's Real Estate Licensing Exams: Salesperson, Broker, Appraiser) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Ready-to-Use Celtic Designs: 96 Different Royalty-Free Designs Printed One Side (Dover Clip Art Ready-to-Use) Step-by-Step Medical Coding 2017 Edition - Text, Workbook, 2017 ICD-10-CM for Physicians Professional Edition, 2017 HCPCS Professional Edition and AMA 2017 CPT Professional Edition Package, 1e 2016 ICD-10-CM Physician Professional Edition (Spiral bound), 2016 HCPCS Professional Edition and AMA 2016 CPT Professional Edition Package, 1e CPT 2016 Professional Edition (Current Procedural Terminology, Professional Ed. (Spiral)) (Current Procedural Terminology (CPT) Professional) CPT 2013 Professional Edition (Current Procedural Terminology, Professional Ed. (Spiral)) (Current Procedural Terminology (CPT) Professional) CPT 2014 Professional Edition (Current Procedural Terminology, Professional Ed. (Spiral)) (Cpt / Current Procedural Terminology (Professional Edition)) CPT 2010 Professional Edition (Current Procedural Terminology, Professional Ed. (Spiral)) (Current Procedural Terminology (CPT) Professional) Rock and Royalty: The Ever-Changing Look of Versace's Couture As Seen--and Modeled--by the Kings, Queens, and Jokers of Rock & Roll The Last Castle: The Epic Story of Love, Loss, and American Royalty in the Nation's Largest Home The Illustrated Encyclopedia of Royal Britain: A Magnificent Study Of Britain's Royal Heritage With A Directory Of Royalty And Over 120 Of The Most Important Historic Buildings Plants: 2,400 Royalty-Free Illustrations of Flowers, Trees, Fruits and Vegetables (Dover Pictorial Archive) Anatomical and Medical Illustrations: A Pictorial Archive with Over 2000 Royalty-Free Images (Dover Pictorial Archive) The Supernatural Ways of Royalty:

Discovering Your Rights and Privileges of Being a Son or Daughter of God

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)