

Language of Licensing Reviews

The global brand licensing business is one of the most exciting-and ever evol- ing-industries in the world I'm thrilled that Greg and Danny have created this ex- ceptional guide for executives, providing a foundation that will allow them to take full advantage of all of the opportunities that exist across categories and territories. **Maura Regan, President of Licensing International**

I can't think of two better licensing industry veterans to learn the nuts and bolts and the nuances of this always exciting field. It provides a rock-solid knowledge founda- tion one needs to be successful at this craft as it really makes you understand that "God is in the details." • **Mike Slusar** - Mgr. Dir., Brandar Consulting

I wish I had this book 40 years ago when I entered the industry! It is a "Must-Have" compendium for anybody who truly want to understand the many nuances of our business. If Samuel Johnson had been in the licensing business instead of writing the very first dictionary, he would have written the Language of Licensing. A must on every desk. **Alan Gordon, Mgr. Dir. Browne, Gordon VanRaalte Consulting**

Marking this day as a milestone!!! ... One of the most wanted precious treasures ofli- censing was to have a reliable source of common knowledge in an industry that is as small as its thousands of executives and as big as its billionaire business around the world, now we have it! **Maca Rotter, CEO, LA Panaderia Licensing and Marketing; 2024 Inductee in U Licensing Hall of Fame**

This book is a treasure trove of essential definitions, making it an invaluable resource that I will enthusiastically recommend to my students at NYU. **Stu Seltzer professor of Brand Licensing class at NYU, President of Seltzer Licensing Group. 2024 In- ductee in U Licensing Hall of Fame**

Greg and Danny are two seasoned industry executives who have taken decades of ex- perience and compiled the quintessential book on the vocabulary oflicensing. This comprehensive book addresses every aspect of communication within the licensing world. **Arlene Scanlan, President, Moxie Licensing**

It is a great reference to all the industry terms, and the examples and sample contracts are really valuable. It is a book that should be on everyone's shelf, or even on everyone's desk. **Woody Browne, Building Q Design, Former Chairman of LIMA.**

I wish I had had the opportunity to purchase "The Language of Licensing" 40+ years ago, when I started my career in The Licensing Industry. It would have saved me thousands of dollars & more importantly, would have helped prevent me from making mistakes that I had to learn the hard way. "The Language of Licensing" is worth its weight in gold, valuable to both those new to the industry and to those experienced and looking for validation of options, strategies and documents, which are generously provided by two of the most

experienced, trusted and highly regarded Licensing Industry Professionals. Greg and Danny cover virtually all of the legal and business bases of the Licensing game. If you want access to best practices in the business and law of licensing, run to get your copy today to get started to have "The Language of Licensing" pay off for you." **Brian Hakan, Hakan Associates & Former LIMA Chairman**

With "The Language of Licensing" Battersby and Simon become your Lewis and Clark of the Licensing Industry: They blaze the trail, get you to your goal and back, and in the process, you can tell anyone you discovered North America! **Adam Berg, Former LIMA Vice-President**