**Language of Licensing Reviews**

The global brand licensing business is one of the most exciting-and ever evolv­ 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 bad 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**

The release of Language of Licensing marks a milestone in the licensing industry. As someone who has worked with and followed the impressive careers of Gregory Battersby and Danny Simon for many years, I can confidently say this book is an indispensable resource for professionals navigating the complex world of intellectual property licensing. Battersby and Simon, both Licensing Hall of Fame honorees, bring decades of unparalleled experience to this comprehensive 325-page guide. Their deep expertise is evident in every chapter, building on their legacy as authors of the highly acclaimed Basics of Licensing series. With Language of Licensing, they have created a reference guide that simplifies and clarifies the often-complicated terminology and practices of licensing. The book demystifies more than 700 key licensing terms, providing clear definitions and real-world examples to illustrate their application. This makes it an invaluable resource for both newcomers to the industry and seasoned professionals. Beyond its glossary, the book offers industry data, profiles of major players, commonly used licensing forms, and insights into regulations—all of which make it an essential desk reference. Battersby and Simon’s collective expertise shines throughout the book, reflecting their dedication to advancing the licensing field. With its release, they’ve provided a much-needed resource that will empower property owners, licensing agents, lawyers, and executives to navigate their work with confidence and precision. Language of Licensing is an invaluable addition to the library of anyone involved in intellectual property licensing. This is truly the definitive guide the industry has been waiting for, and something I wished I had when I started working in the licensing business. **Amazon Customer**

Greg Battersby and Danny Simon, both licensing industry Hall of Fame Inductees, have authored the definitive guide to the concepts, terminology and vocabulary of the Licensing and Merchandising industry. As pioneers of the Licensing industry, with over eight decades of experience between them, they have witnessed firsthand the evolution and growth of the industry and the development of an industry specific terminology and vocabulary. The Language of Licensing is a MUST HAVE desk reference for all involved in the Licensing industry as well as anyone thinking of entering this field. The authors define this industry specific terminology and vocabulary and provide examples of their usage within the industry as well as the forms generally used. With the Licensing Agreement in one hand and The Language of Licensing in the other both the industry professional and the novice can understand the complexities and intricacies of the Licensing Contract. This is absolutely THE ESSENTIAL DESK REFERENCE for the Licensing and Merchandising industry. **Steven Herman, President, Archie Comics Entertainment (Retired)**

AT LAST ! I HAVE BEEN INVOLVED IN THE LICENSING INDUSTRY FOR ALMOST 3 DECADES AS A CONSULTANT AND CPA SPECIALIZING IN ROYALTY AUDITS AND COMPLIANCE , PROFESSOR TEACHING COURSES ON LICENSING AND AS A WRITER OF SEVERAL ARTICLES RELATING TO LICENSING. MANY ISSUES THAT AROSE RELATED TO MISUNDERSTANDINGS OF TERMINOLOGY IN DRAFTING OF AND INTERPRETATION OF LICENSING AGREEMENTS . THIS BOOK TAKES THE GUESSWORK OUT OF INTERPRETATIONS AND PUTS EVERYONE ON AN EQUAL PLAYING FIELD AS WELL AS SHOULD REDUCE UNNECESSARY LEGAL ISSUES RELATING TO COMPLIANCE AND REPORTING BY LICENSORS AS WELL AS LICENSEES. WELL DONE GREG AND DANNY; MY HATS OFF TO YOU FOR THE EFFORT AND SUCCESS OF MAKING LICENSING TERMINOLGY EASY TO UNDERSTAND! **CHARLES SCHNAID MILLER KAPLAN**

“I found this book to be the quintessential guide to the Licensing Industry. It provides deep insights into the mechanics of licensing and will no doubt provide actionable measures for the reader to employ. Gregory and Danny have written extensively about this subject and this latest iteration proves they are at the top of their game. A ‘Must Buy’ for anyone interested in succeeding in this exciting industry “. **Romy Consulting**

This book is a great guide and reference point for licensing professionals as they navigate their day to day within the industry! **Jessica Schenkel, Amazon Customer**