

Licensee Survival Handbook Reviews

"This is a must-read for prospective licensees entering the licensing industry. With 30+ years of licensing experience, the authors provide great insight into what a manufacturer can expect to encounter at each stage of the licensing journey. I wish this book was out when I started licensing." **Roger Sharpe, Sharpe Communications, "Pinball the Man who Saved the Game"**

"In my 30 years in entertainment licensing, I have been on both sides of the licensing fence—licensor and licensee—and neither is easy! That's why I found the Licensing Survival Handbook both quintessential and indispensable. With crystal clear text and Tetris-like organization, Greg Battersby and Danny Simon provide a detailed map and toolset to allow us to navigate the wilderness of 21st-century IP Licensing. This book is an absolute must for any licensee to keep within reach!" **Jeff Gomez, CEO, Starlight Runner**

"I wish I had had Licensee Survival Handbook forty years ago when the publisher I worked for acquired an IP license that I knew could be bigger than a series of children's books. This book is destined to become THE bible of the industry. The forms alone are worth so much more than the cost of the book. Battersby, the lawyer, and Simon, the dealmaker and creative genius, are the perfect industry veterans to learn from to navigate this constantly changing industry. This book will change your life." **Stephen D. Smith, President, Oasis Family Media.**