

# NEGOTIATING A LICENSING DEAL

Each wintersession the Career Services Office at RISD presents the Art of Business seminar series. These programs provide business basics for artists and designers on topics including: copyrights, contracts, essential considerations for starting a small business, licensing, marketing and promotion, and accounting basics. In addition, the series includes an alumni panel of small business owners who provide insights on how they have built their own creative businesses.

In addition to the resources listed below, further licensing information can be found in the Online Career Library in the **Additional Resources** category within the Marketing and Self-Promotion section.

**To enter the Online Career Library go to:**

**<http://intranet.risd.edu/career>**

Select Online Career Library under Related Web Links. After logging in, you will notice that the OCL is divided into 5 sections: **Additional Resources**, Design, Fine Art, Galleries, and Grants, Fellowships + Residencies. **Click on Additional Resources. Then, click on the Licensing to open the resources in this section.**

## TIPS FOR NEGOTIATING :

### Do's

Research the company.

- Ask for references.
- Create a mutually agreeable contract.
- Retain your copyrights.
- Ask for income projections.
- Don't be afraid to ask what you can expect.
- Ask someone to review your contract.
- Expect delays.

### Dont's

Sign away your rights - unless it makes sense!

- Agree to anything that doesn't feel right.
- Have unrealistic expectations about money.
- Be adversarial; instead cooperate and negotiate.
- Agree to unrealistic art development schedules.

## RESOURCES

*The following are selected trade shows for the home furnishings, surface design, stationary and paper goods industries. Additional show listings including specializations, dates, locations and ways to apply can be found at the George Little Management website: <http://www.glmshows.com/tradeshows.shtml> .*

### The Licensing International Expo

<http://www.licensingexpo.com>

*Licensing International Expo is the premier annual trade event & conference show where consumer product manufacturers, retailers, and marketers come to acquire intellectual property rights, forge merchandising & promotional partnerships, & preview trends.*

## RESIDENTIAL FURNITURE

### Highpoint Market

<http://www.highpointmarket.org>

### Las Vegas Market

<http://www.lasvegasmarket.com>

### International Contemporary Furniture Fair / ICFF

<http://www.icff.com>

## CONTRACT FURNITURE (OFFICE) + OUTDOOR FURNITURE

### NeoCon World's Trade Fair

<http://www.neocon.com/>

### Casual Furniture Show

<http://www.casualmarket.com>

### The Merchandise Mart

<http://www.mmart.com/mmart>

## TABLE TOP PRODUCTS

### 41 Madison (Formerly the New York Table Top Show)

<http://www.merchandisemart.com/7w34/marketdates.html>

## GIFT SHOWS

### New York International Gift Fair

<http://www.nyigf.com>

### The Boston Gift Show

<http://bostongiftshow.com>

CSO

CAREER SERVICES OFFICE

[HTTP://INTRANET.RISD.EDU/CAREER](http://intranet.risd.edu/career)

52 ANGELL ST. PROVIDENCE, RI

401.454.6614

## SURFACE DESIGN

### **The Surtex Show**

<http://www.surtex.com>

### **The National Stationery Show**

<http://www.nationalstationeryshow.com>

### **Print Source New York**

<http://www.printsourcenyork.com>

## LICENSINGS REPS

### **Applejack Art Partners**

<http://www.applejackart.com>

Applejack Art Partners is a fast growing, small publishing company that benefits from their small town surroundings, their state of the art facilities, and their global connections. Applejack produces quality art from a wide range of artists and styles.

### **Art Affairs**

<http://www.artaffairs.com/index.asp>

Listing and links to Art Licensing Companies.

### **Art in Motion**

<http://www.artinmotion.com>

In addition to publishing fine art reproductions, Art In Motion is also a leading licensing agency, representing artists' work to a wide range of industries worldwide. Working with premier manufacturers, artists' images grace a great variety of high quality products.

### **Artistic licensing.com**

<http://www.artisticlicensing.com>

Artistic Licensing is a full service agency specializing in the exclusive representation of a select group of celebrated and world renowned contemporary artists to the world of licensing.

### **Artvisions**

<http://www.artvisions.com>

ArtVisions - Fine arts licensing provides personal service and quick response to leading edge publishers and manufacturers in national and international markets.

### **Becker Associates LLC**

<http://www.beckerassoc.com>

Experience in the toy, game, stationery, and houseware industries.

### **Wild Apple Licensing**

<http://www.wildapple.com/licensing/index.html>

Wild Apple Licensing is a leading source of art for the home furnishing and decorative accessories industries

## ASSOCIATIONS

### **International Licensing Industry Merchandisers' Association**

<http://www.licensing.org>

The leading source of information in the industry; Communicate this information to members and others in the industry through exhibits, publishing, public speaking, seminars, and electronically; Represent the industry in trade and consumer media and in relationships with retailers, manufacturers, other trade associations, and the public.

### **The Gift Association of America**

<http://www.giftassn.com>

Trade association comprised of retail stores and wholesalers in the gift industry.

## BOOKS & MAGAZINES ON LICENSING

### **Licensing Art and Design: A Professional's Guide to Licensing and Royalty Agreements**

Publisher: Allworth Press, New York, NY

Author: Caryn R. Leland

### **Graphic Artist Guild Handbook: Pricing and Ethical Guidelines - 12th Edition**

Publisher: Graphic Artist Guild Inc.

Managing Editor: Patricia McKiernan

### **License Magazine**

<http://www.licensemag.com/licensemag>

Printed and online magazine covering numerous topics on licensing including databases and tradeshow information.

CSO

CAREER SERVICES OFFICE

[HTTP://INTRANET.RISD.EDU/CAREER](http://intranet.risd.edu/career)

52 ANGELL ST. PROVIDENCE, RI

401.454.6614

UPDATED 1-09-2009