

What you should know about Licensing ?

Licensing is defined as the process of leasing a trademarked or copyrighted entity for use in conjunction with a product, service or promotion. The property could be a name, likeness, logo, graphic, saying, signature, character or a combination of several of these elements. There is no such thing as a standard license. Every arrangement is unique and has its own special requirements, aims and objectives.

To maximize the outcome, each participant in the licensing process has certain responsibilities to fulfill. Every agreement between the licensing parties is unique in its specifics, so even these responsibilities vary to some extent.

As in franchising, in licensing there can be

1. An initial upfront fee
2. Continuing royalties
3. Monthly license fees during the term of the agreement
4. Exclusive territories
5. Long or short term agreements.

Requirements

Not every business in the industry may franchise their business. There are a few pre-requisites before you are able to register your franchise with the Franchise Registrar according to the Franchise Act 1998. Criteria to franchising:

1. Proven business track record
2. Filed a trade mark application for your brand.
3. Wish to expand your business.

Licensable properties come from a variety of sources. The definitions of various property types is not always clear and they often overlap. Although every licensing program is unique. Below are a list of a few types of licensing.

1. Brand Licensing

This type of licensing refer to the contract which gives a company or individual the right to use a trademark or character on any products

2. Product Licensing

Product licensing is the provision of rights to reproduce or sell a product by the inventor of a product to another person or company

3. Technology Licensing

A technology licensing grants a licensee the right to utilize specific technologies, patents, software, know-how or product design.

4. Retail Licensing

A license to grant a company or individual to open a physical shop for business purposes.

5. Licensing Agreement

An agreement between the owner of a copyright, patent or trademark and a licensee that buys the right to use their Intellectual Property for specific terms.

Our Services

At Intellect, we assist business owners to **identify the suitable expansion method** which is required for the success of the Organization and in the development of the businesses prototypes and management system. Intellect comprises of experienced professionals who are able to assist you in mapping out the prototype and business concepts of success.

Such services are being offered at an affordable fee to cater to the needs of busy businessmen who are taken up with their work and requires professional experts and assistance in their planning and alignment of their business.

Our range of package for licensing are as follows:

1. All types of Licensing Agreement

Minimum Duration : THREE (3) weeks

2. All types of Licensing Consultancy

Minimum Duration : THREE (3) to FIVE (5) months

Registered with:



Consulting Partner of:

Member of:



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Why Licensing ?

The use of licensing as a marketing and brand extension tool has burgeoned over the last 30 years. When well-executed, a strong licensing relationship brings benefits to all parties to the deal, be it the property owners and their agents, licensees and their affiliates, retailers and, ultimately, consumers. Each of those parties has its own goals and aims that ultimately adds value to the final product or service.

Licensing has a number of advantages over other methods of business expansion such as franchising. The list of advantages are as below:

- Licensing incurs Lower Cost
- Existing Businesses can be Potential Licensees
- Much Less Work on Daily Basis
- Avoid Complex Government Regulation
- Licensing Is More Effective in Difficult Economic Times

Other Services by Intellect

Full Franchise Development

Franchise Feasibility Studies

Franchise Brand Development

Licensing & Development

IP Agreements (Franchising & Licensing)

Business Plans

Marketing Plan

Business Process Improvement

Trademark Search & Registration

Patent Search, Drafting & Registration

Industrial Design Search & Registration

Brand Development & Management

Licensing

Commercializing Your
Potentials



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