

**Unit 6****Lesson 6.3 – Licensing Process**
Branding & Licensing**STUDENT ACTIVITY****Instructions**

Licensing has become a huge part of sports and entertainment business with players, teams, event names, entertainers and logos appearing on a huge selection of products. In 2009, Licensing Magazine suggested the licensing industry had grown to over \$190 billion worldwide.

In order to gain a fundamental understanding of the licensing industry, you must first understand how the licensing process works.

To demonstrate your understanding of the licensing process, answer the questions below.

- 1) Why do organizations engage in the licensing process?

- 2) Explain the difference between licensee and licensor.

- 3) What are the advantages to being a licensee?

- 4) What are the advantages to being a licensor?

- 5) Explain the licensing process.