

**Unit 6****Lesson 6.2 – Licensing**
Branding & Licensing**STUDENT ACTIVITY****Instructions**

The term **licensing** refers to an agreement which gives a company the right to use another's brand name, patent, or other intellectual property for a royalty or fee.

Using the Internet, find a list of the top 100 licensing companies in retail sales of licensed products and then answer the questions below.

- 1) What does the term *licensing* refer to?

- 2) In the case of the top 100 list, are the companies referenced licensees or licensors?

- 3) List the top TEN licensing companies below in terms of retail sales of licensed goods.

(1) _____	(2) _____
(3) _____	(4) _____
(5) _____	(6) _____
(7) _____	(8) _____
(9) _____	(10) _____

- 4) Which sports/entertainment property on the list above surprises you most? Why?

- 5) Which sports/entertainment property would you have thought would be in the top ten that *wasn't*? Why? Could they end up in the top ten next year? How?