

Name: \_\_\_\_\_



Class Period: \_\_\_\_\_

## Sports Career Consulting – Licensing and the Licensing Process

### In this lesson, you will learn:

- Define licensing
- Discuss the licensing process
- Distinguish between licensor and licensee
- Explain the advantages and disadvantages to a licensee

RESOURCES	QUESTIONS
<p><b>DISCUSSION PROMPTS</b></p> <p><b>1</b> Discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> <li>1. Who is the NFLPA and what do they do?</li> <li>2. What do you think licensing is? Can you think of an example?</li> <li>3. Think of your favorite sports team, league, brand, athlete or entertainer. Do you think it is legal to make a t-shirt featuring their logo or likeness and sell it at school or online? Why or why not?</li> </ol>
<p><b>STUDENT ACTIVITY</b></p> <p><b>2</b></p> <p><u><a href="#">Licensing and the Licensing Process PowerPoint</a></u></p> <p>Use the PPT Licensing and the Licensing Process to help answer the questions.</p>	<p><i>Estimated time: 40 mins</i></p> <ol style="list-style-type: none"> <li>1. What is licensing?</li> <li>2. Define Licensor. Provide two examples.</li> <li>3. Define Licensee. Provide two examples.</li> <li>4. If Hallmark makes an ornament featuring a popular NFL player, are they the licensee or licensor?</li> <li>5. Why would a company enter a licensing arrangement with the NFLPA?</li> <li>6. List the 3 P's of Licensing:             <ol style="list-style-type: none"> <li>a.</li> <li>b.</li> <li>c.</li> </ol> </li> <li>7. Where are licensed goods available?</li> <li>8. List three advantages of the Licensee's position:</li> <li>9. List three disadvantages of the Licensee's position:</li> </ol>

**COMPREHENSION CHECK****3***Estimated time: 10 mins*

1. TRUE/FALSE. Licensed products are an extremely lucrative business.
2. TRUE/FALSE. Warner Brothers granting permission to Electronic Arts to use the Harry Potter character for the development of a new video game is an example of the licensor / licensee relationship.
3. TRUE/FALSE. The National Football League (NFL) would be considered a licensor.
4. Examples of licensees include:
  - a. Major League Baseball
  - b. NASCAR
  - c. EA Sports
  - d. A and B above
5. Which of the following would be considered a licensor?
  - a. NASCAR
  - b. Nike
  - c. Reebok
  - d. B and C above
6. List three advantages of the licensor's position.