

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
<b>DISCUSSION PROMPTS</b>  <b>1</b> Discuss these questions with your classmates or with a partner.	<i>Estimated time: 5 mins</i>  1. Who is the NFLPA and what do they do?  2. What do you think licensing is? Can you think of an example?  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?
<b>STUDENT ACTIVITY</b>  <b>2</b>  <u><a href="#">Licensing and the Licensing Process PowerPoint</a></u>  Use the PPT Licensing and the Licensing Process to help answer the questions.	<i>Estimated time: 40 mins</i>  1. What is licensing?  2. Define Licensor. Provide two examples.  3. Define Licensee. Provide two examples.  <b>4.</b> If Hallmark makes an ornament featuring a popular NFL player, are they the licensee or licensor?  5. Why would a company enter a licensing arrangement with the NFLPA?  6. List the 3 P's of Licensing: a. b. c.  7. Where are licensed goods available?  8. List three advantages of the Licensee's position:  9. List three disadvantages of the Licensee's position:

**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.