



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.

QUESTIONS

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. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	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?