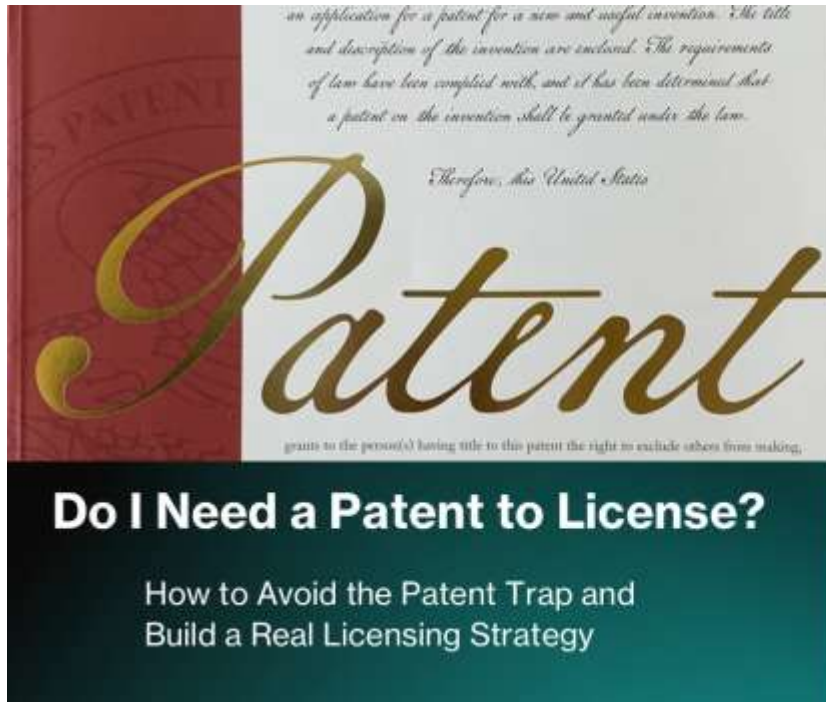


Do I Need a Patent to License?

How to Avoid the Patent Trap and Build a Real Licensing Strategy



Presented by: Rand Brenner
CEO, Licensing Consulting Group
Founder, IP Licensing Coach Academy

Presented by Rand Brenner
IP Licensing Coach Academy
www.iplicensingcoachacademy.com

How to Use This Workbook

This workbook is designed to be completed alongside the webinar replay. You don't need to finish it in one sitting. The goal is clarity — not speed. Answer honestly and focus on understanding where value really exists.

Section 1 — Reframing the Patent Question

Key Insight: Licensing is a business process, not a legal event.

1. What assumptions have you made about patents and licensing?
-

2. Where did those assumptions come from?
-

3. On a scale of 1–10, how pressured do you feel to “get a patent first”? Why?
-
-

Section 2 — What Do You Actually Have?

Key Insight: Not everything you've created is licensable — but something often is.

List everything you've created (no filtering yet):

- Products or inventions
- Processes or methods
- Systems or workflows
- Training or educational materials
- Software, digital assets, or platforms

Your notes:

Section 3 — Where Is the Real Value?

Key Insight: Companies license outcomes, not ideas.

For each item, answer:

1. What problem does this solve?

2. Who benefits most from this?

3. What outcome does it improve? (check all that apply)

- ☐ Revenue growth
- ☐ Cost reduction
- ☐ Speed to market
- ☐ Risk reduction
- ☐ Competitive advantage

4. How is this solved today?

Section 4 — License or Build?

Key Insight: Licensing only works when it makes sense for the other side.

1. Why would a company license this instead of building it?

2. What would make licensing easier than building?

3. What objections might a company raise?

Section 5 — Where Do Patents Fit (If at All)?

Key Insight: Patents support strategy — they don't replace it.

1. Is this in a regulated or highly technical field?
☐ Yes ☐ No ☐ Not sure
 2. Would protection reduce risk for a licensee?
-

3. Possible forms of protection:
☐ Patent
☐ Trade secret
☐ Know-how
☐ Copyright
☐ Design
☐ Process
 4. What would a patent actually change for you?
-
-

Section 6 — Licensing Readiness Snapshot

Which best describes you today?

- ☐ Exploring licensing
- ☐ Seeking clarity before investing
- ☐ Ready to build assets
- ☐ Ready to launch a campaign

Biggest unanswered question:

Section 7 — Your Best Next Step

Based on your answers, what is the smartest next step?

- ☐ Subscriber — learn the fundamentals
- ☐ Launchpad Lite — build tools and positioning
- ☐ Elite Accelerator — build and launch a campaign

Why this makes sense for you right now:

Final Thought

You don't need to rush.
You don't need to over-invest early.
And you don't need to guess.

Licensing works best when you approach it with clarity and intention.

Ready to Continue?

Join the IP Licensing Coach Academy as a **Subscriber** and continue building clarity — without pressure.

www.iplicensingcoachacademy.com