

Is Your IP Licensable?

How to Avoid the Hidden Traps That Block Licensing Success

Workshop Workbook

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Traps That Block
Licensing Success



LICENSING
COACH ACADEMY





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This fillable workbook is designed to be used alongside the webinar. Answer honestly and practically. The goal is clarity, not speed.

Section 1: IP Snapshot

Capture a clear, simple description of your IP.

1. Briefly describe your IP in one or two sentences:

2. What problem does it solve, and for whom?

3. What type of IP is this (patent, brand, process, method, system, etc.)?

4. What stage is your IP currently at?

Section 2: Licensing Readiness Reality Check

Identify past signals and feedback.

5. Have companies evaluated this IP before? What happened?

6. Did you receive clear feedback or silence?

7. What reasons do you believe caused hesitation or rejection?

8. What assumptions might you be making about why it should be licensable?

Section 3: Hidden Traps Assessment

These traps block more deals than bad ideas.

9. Where might emotional attachment be influencing your decisions?

10. Have you pitched this IP before it was ready? How?

11. Are you relying on enthusiasm or opinions instead of proof?

12. Are you trying to appeal to too many markets or partners at once?

Section 4: Primary Business Value Driver

Licensable IP owns one primary driver.

13. Which ONE best describes your IP's main value (revenue, cost, or risk)?

14. Why does this value matter to a licensee's business?

15. Which internal team would care most about this value?

16. What happens if this value is not clearly defined?

Section 5: Proof & Risk Reduction

Proof exists to reduce internal friction.

17. What proof currently exists that reduces uncertainty?

18. What proof is missing?

19. What type of proof would matter most to a licensee?

20. What proof could you realistically create in the next 90 days?

Section 6: Packaging for Decision-Makers

Companies evaluate IP across multiple departments.

21. Does your IP make sense to someone who didn't create it?

22. Could legal, finance, and operations understand it quickly?

23. What licensing assets do you already have?

24. What asset would most improve clarity?

Section 7: Readiness Verdict

Draw a clear conclusion.

25. Is your IP licensable right now? Why or why not?

26. What is the single biggest issue blocking progress?

27. What would 'ready' realistically look like?

Section 8: Your Next Best Step

Clarity over urgency.

28. What should you stop doing immediately?

29. What should you focus on building next?

30. Which IPLCA level fits your current stage?

31. What outcome would make the next 90 days successful?
