

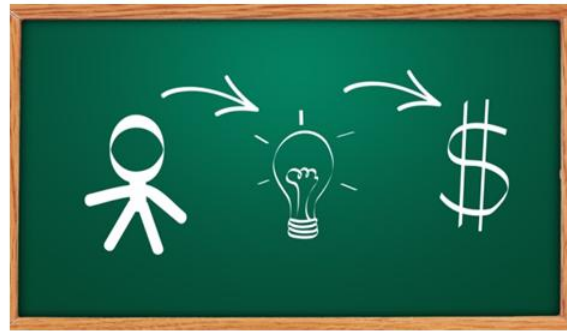


Licensing 101 – Companion Workbook



Licensing 101

A Beginners Guide to
Making Money with
Intellectual Property



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Your Guided Notes, Activities, and Action Steps

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Lesson 1: What is Intellectual Property?

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 2: The New Currency of Wealth

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 3: Types of Intellectual Property

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 4: What is Licensing?

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 5: The Licensing Mindset

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 6: Licensing Spells Opportunity

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 7: Making the IP Licensable

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 8: Licensing Value Drivers

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 9: Advantages of Licensing

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 10: The Language of Licensing

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 11: More Licensing Language

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 12: Finding the Right Partner

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 13: Secrets to Selling the License

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 14: Negotiating the Partnership

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 15: Licensing Strategy Options

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 16: The Laws of Licensing Dynamics

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

Lesson 17: 5 Golden Rules of Licensing

Summary:

Write your notes here based on the slide content.

Key Terms & Definitions:

- 1.
- 2.
- 3.

Notes:

Activity:

Describe how you can apply this lesson to your own IP or business idea.

Action Step:

Write one immediate action you can take after this lesson.

End-of-Workbook Review

Big Takeaways Checklist:

☐ I understand what licensing is and how it works.

☐ I can identify key licensing terms.

☐ I know how to find potential licensing partners.

☐ I can outline my licensing strategy.

My Licensing Goals:

Resources

Visit www.iplicensingcoachacademy.com for more tools, articles, and courses.