



## How to licence your brand

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**Wednesday, 16 November 2016**

**4pm - 6pm**

**UKFT, 3 Queen Square, Bloomsbury, London, WC1N 3AR**

**Content:**

**An overview of licensing**

- Why licence?
- Choosing a licensee
- The licensee's objectives
- How to find a potential licensee

**The licence agreement**

- Exclusivity or not
- The extent of the licence
- The licensee's rights and obligations
- Royalties

**The trade mark issues when licensing**

- Why the licensee will want you to register your trade mark
- Licence disputes and how to avoid them
- Dealing with an infringement
- Trade mark issues on termination

**The end of the licence agreement**

- Termination
- The consequences of termination

Stephen Sidkin and colleagues from fashion law specialists *Fox Williams LLP* ([www.fashionlaw.co.uk](http://www.fashionlaw.co.uk)) will be drawing on their experiences in advising brands in putting in place a variety of licences involving menswear, footwear, accessories, and fine fragrances.

**Speakers :**

Stephen Sidkin, Partner, Fox Williams LLP

Simon Bennett, Partner, , Fox Williams LLP

Emma Roake, Senior Associate, Fox Williams LLP

After the seminar, you will have the opportunity to discuss your own issues with the speakers.

Ticket prices: £42.00 (inc. VAT) for Members £84.00 (exc. VAT) for Non-Members

Book through [www.ukft.org](http://www.ukft.org) or complete and email the booking form to [ANA.FINDLATOR@UKFT.ORG](mailto:ANA.FINDLATOR@UKFT.ORG)  
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**UK Fashion and Textile Association**

3 Queen Square | Bloomsbury | London | WC1N 3AR

Tel: 020 78439460 Fax: 020 7843 9478 Email: [info@ukft.org](mailto:info@ukft.org)



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