

TABLE OF CONTENTS

CHAPTER 1

Introduction to Intellectual Property Licensing

§ 1.01	Intellectual Property Rights	1-1
§ 1.02	General Laws Affecting Intellectual Property Licenses.	1-3
	[1] Contract Law	1-3
	[2] Antitrust Law	1-4
	[a] Issues Regarding the Prospective Licensee	1-5
	[b] Issues Regarding the Prospective Licensor	1-5
§ 1.03	Intellectual Property Laws Affecting Licenses	1-6
	[1] Copyright	1-6
	[a] Copyright Theory and Practice	1-6
	[b] Copyright Licensing Issues.	1-8
	[2] Trademark	1-10
	[3] Trade Secret	1-11
	[4] Patent	1-12
	[5] The Misuse Doctrine	1-13
§ 1.04	Types of Transfers	1-14
	[1] Assignment	1-14
	[2] License.	1-14
	[a] Express License	1-16
	[b] Implied License.	1-17
	[c] Compulsory License	1-18
§ 1.05	<i>Form:</i> Exclusive License Agreement	1-20

CHAPTER 2

Contract Law

§ 2.01	Licenses as Contracts.	2-2
	[1] United States Laws	2-3

	[a]	The Common Law and Restatements	2-3
	[b]	The Uniform Commercial Code	2-4
	[i]	Is Software a “Good”?	2-4
	[ii]	Does a Transfer of Software Constitute a Sale?	2-7
	[c]	The Uniform Computer Information Transactions Act (UCITA).	2-9
	[i]	Beyond Software: Computer Information Transactions	2-9
	[ii]	The Scope of UCITA.	2-10
	[d]	The Magnuson-Moss Warranty Act	2-13
	[e]	E-Warranty Act of 2015	2-13
[2]		International Sources of Contract Law	2-14
	[a]	United Nations Convention.	2-14
	[b]	The European Union Distance Selling Directive.	2-15
§ 2.02		Application of Substantive Contract Law to Licensing.	2-16.1
	[1]	Contract Formation	2-16.1
	[a]	Offer	2-16.2
	[b]	Acceptance	2-16.3
	[c]	The Mailbox Rule	2-16.4
	[i]	The Basic Rule.	2-17
	[ii]	Attempted Acceptance, Revocation, and Rejection.	2-18
	[d]	The Statute of Frauds	2-18
	[i]	In General.	2-18
	[ii]	Writing Requirement	2-19
	[iii]	Signature Requirement.	2-24
	[e]	Electronic Records and Signatures	2-27
	[i]	Under the Statute of Frauds	2-27
	[ii]	The Uniform Electronic Transactions Act (UETA)	2-28
	[iii]	The Federal Electronic Signatures in Global and National Commerce Act	2-31
	[iv]	Digital Signatures.	2-32
	[f]	Smart Contracts.	2-33
[2]		Warranty Provisions	2-35
	[a]	Express Warranties	2-35
	[b]	Implied Warranties	2-36
	[i]	Implied Warranty of Merchantability	2-37
	[ii]	Implied Warranty of Fitness for a Particular Purpose.	2-38
	[iii]	UCITA’s Implied Warranty of Informational Content.	2-39
	[c]	Exclusion or Modification of Implied Warranties.	2-39

TABLE OF CONTENTS

ix

	[d] Breach of Warranty.	2-40
§ 2.03	Shrink-Wrap and Click-Wrap Agreements; Mass Market Licenses and Other Agreements	2-42
	[1] Shrink-Wrap and Click-Wrap Agreements Under the UCC and Common Law.	2-42
	[2] Mass-Market Licenses Under UCITA.	2-42.11
	[a] Scope.	2-42.11
	[b] Enforceability and the Right of Return.	2-42.12
	[3] Access Contracts Under UCITA.	2-42.13
	[4] Support and Service Contracts Under UCITA.	2-42.14
	[5] Electronic Self-Help Under UCITA.	2-42.15
	[6] UCITA's Fundamental Public Policy Defense to Enforcement.	2-42.16
§ 2.04	Uniform Computer Information Transactions Act . . .	2-42.19
	[1] 1999 Official Text.	2-42.19
	[2] 2002 Official Text—Selected Sections.	2-101
§ 2.05	<i>Form</i> : Agreement to Contract Electronically.	2-126

CHAPTER 3

Copyright and Related Rights

§ 3.01	Purpose and Theories of Copyright Protection and Related Rights.	3-3
	[1] Theories of Copyright: Economic Rights and Moral Rights.	3-3
	[2] Neighboring Rights and Related Rights.	3-4
	[3] <i>Sui Generis</i> Rights.	3-5
	[4] Negotiated and Compulsory Licenses.	3-5
§ 3.02	The International Copyright Environment.	3-6
	[1] International Organizations.	3-6
	[a] World Intellectual Property Organization (WIPO).	3-6
	[b] United Nations Educational, Scientific and Cultural Organization (UNESCO).	3-11
	[c] The General Agreement on Tariffs and Trade (GATT) and the World Trade Organization (WTO).	3-12
	[2] Regional Organizations.	3-14
	[a] The European Union (EU).	3-14
	[i] Copyright Term Directive (1993).	3-15
	[ii] Database Directive (1996).	3-15

	[iii] Copyright Harmonization Directive (1999)	3-17
	[b] Association of Southeast Asian Nations (ASEAN)	3-17
	[3] Anti-Counterfeiting Trade Agreement (2011)	3-18
§ 3.03	Protected Subject Matter of Copyright	3-21
	[1] Originality	3-22
	[2] Works of Authorship	3-25
	[3] Fixation	3-26
	[4] Expression, Merger, and <i>Scènes à Faire</i>	3-27
	[5] National Origin and Restored Copyright	3-30
	[6] Infringement	3-32
	[a] Civil Remedies	3-38
	[b] Criminal Penalties	3-46
	[7] Preemption	3-48.1
§ 3.04	Protected Rights	3-48.3
	[1] Copyright and Neighboring Rights	3-48.3
	[2] Moral Rights	3-48.15
	[3] Limitations on Exclusive Rights	3-48.16
	[a] The Fair Use Doctrine	3-48.17
	[b] Effect of Transfer of a Copy or Phonorecord	3-48.27
	[i] Exhaustion, or the First Sale Doctrine	3-48.27
	[ii] Rental Exception for Software and Sound Recordings	3-48.28
	[4] The Copyright Misuse Doctrine	3-48.28
§ 3.05	Ownership of Copyright	3-48.31
	[1] Works Made for Hire	3-48.31
	[2] Collective Works	3-48.33
	[3] Derivative Works	3-48.35
	[4] Joint Works	3-48.36
§ 3.06	Transfer of Copyright	3-48.39
	[1] Transfer Under the 1909 Copyright Act	3-48.39
	[2] Transfer Under the 1976 Copyright Act	3-48.39
	[3] Termination of Copyright Transfers	3-48.41
§ 3.07	Duration of Protection for Copyrights and Related Rights	3-48.45
	[1] Applicable International and Regional Provisions	3-48.45
	[a] Copyrights	3-48.45
	[b] Neighboring Rights and Related Rights	3-48.47
	[c] Moral Rights	3-48.48
	[2] United States Law	3-48.48
	[a] Key Duration and Ownership Amendments	3-48.49
	[i] Extensions of Copyright Term	3-48.49

TABLE OF CONTENTS

xi

	[ii]	Accession to the Berne Convention	3-48.50
	[iii]	NAFTA, TRIPS, and WIPO Treaty Implementation	3-48.51
[b]		Chronological Analysis of Duration	3-48.52
	[i]	Works Not Published or Registered Before 1978	3-48.52
	[ii]	Works Originally Published Before 1923	3-48.53
	[iii]	Works Published Between 1923-1963	3-48.53
	[iv]	Works Published Between 1964-1977	3-48.54
	[v]	Works Published on or After January 1, 1978	3-48.55
[c]		The Family Entertainment and Copyright Act	3-48.55
§ 3.08		<i>Form: Copyright Assignment</i>	3-48.57
§ 3.09		<i>Form: Work for Hire Agreement</i>	3-49
§ 3.10		<i>Form: Copyright Policy</i>	3-51
§ 3.11		<i>Form: Third Party Intellectual Property Policy</i>	3-61
§ 3.12		<i>Form: Illustration License Agreement</i>	3-66
§ 3.13		<i>Form: Photograph License Agreement</i>	3-68
§ 3.14		<i>Form: Graphics License Agreement</i>	3-73
§ 3.15		<i>Form: License to Use Online Forum Content</i>	3-78

CHAPTER 4

Trademark

§ 4.01		History and Purpose of United States Trademark Law	4-4
§ 4.02		International and Domestic Protection	4-6
	[1]	International Trademark Protection	4-6
	[2]	Federal Trademark Law in the United States	4-8
	[3]	State Trademark Law in the United States	4-12
	[4]	Common Law	4-13
§ 4.03		Marks, Trade Dress, and Trade Names	4-14
	[1]	Marks: Trademarks, Service Marks, Certificate Marks, and Collective Marks	4-14
	[a]	Trademark Categories	4-15
		[i] Fanciful and Arbitrary Marks	4-16
		[ii] Suggestive Marks	4-17
		[iii] Descriptive Marks	4-17
		[iv] Generic Marks	4-19
	[b]	Characteristics Subject to Protection	4-21
		[i] Abbreviations and Nicknames	4-21

	[ii]	Slogans	4-22
	[iii]	Titles	4-22
	[iv]	Characters	4-22.1
	[v]	Celebrities	4-22.1
	[vi]	Trade Dress	4-22.2
	[2]	Trade Names	4-22.4
§ 4.04		Products Eligible for Trademark Protection and Licensing	4-22.5
	[1]	Distinctiveness	4-22.5
	[2]	General Types of Marks	4-22.6
	[3]	Special Uses of Marks	4-22.7
	[a]	Internet Domain Names	4-22.7
	[b]	Trade Dress	4-22.8
§ 4.05		Policing and Enforcing Marks	4-22.9
	[1]	Infringement	4-22.9
	[2]	Unfair Competition	4-22.12
	[3]	Dilution	4-22.12
	[4]	Damages	4-22.14
	[5]	Free Speech	4-22.15
§ 4.06		Brief History of Trademark Licensing Law	4-22.18
	[1]	“Single Source” Theory	4-22.18
	[2]	Quality Theory	4-22.18
	[3]	Modern Licensing Law	4-22.18
	[a]	Lanham Act Licensing Provisions	4-22.18
	[b]	Naked License	4-22.19
	[c]	Unregistered Marks	4-22.21
§ 4.07		Choosing a License or an Assignment	4-23
	[1]	Hallmark of a Trademark License	4-23
	[2]	Hallmark of a Trademark Assignment	4-23
	[3]	Tax Considerations	4-23
§ 4.08		Reasons to Enter into a License for a Mark	4-24
	[1]	The Licensee’s Perspective	4-24
	[2]	The Licensor’s Perspective	4-24
	[3]	Settlement of an Infringement Claim	4-25
§ 4.09		Major Issues in Trademark Licensing	4-26
	[1]	Quality Control	4-26
	[a]	Direct Control	4-26
	[b]	Delegation to Third Party	4-26
	[c]	Reliance on Licensee to Control Quality	4-27
	[2]	Excessive Quality Control: Antitrust and Franchise Issues	4-28
	[3]	Product Liability	4-29
	[4]	Extent of Exclusivity	4-30
	[a]	Exclusive Licenses	4-30
	[b]	Multiple Licensees	4-31
	[c]	Territorial Divisions	4-31
	[5]	Internet Issues	4-32

TABLE OF CONTENTS

xiii

§ 4.10	Actions for Trademark Infringement	4-34
	[1] Trademark Infringement	4-34
	[a] Strength of the Mark	4-37
	[b] Similarity Between the Marks	4-38
	[c] Relatedness of the Goods	4-38
	[d] Evidence of Actual Confusion	4-38
	[e] Sophistication of Buyers	4-40
	[f] Defendant's Intent	4-40
	[g] Likelihood of Expansion	4-40.1
	[2] Unfair Competition	4-40.1
	[a] False Advertising	4-40.2
	[b] Reverse Passing Off	4-40.4
	[3] Dilution	4-40.4
	[a] State Anti-Dilution Statutes	4-40.4
	[b] Federal Trademark Dilution Act of 1995	4-41
	[4] Causing Marks to Become Generic	4-42
	[5] Trademark Disparagement	4-43
	[6] Counterfeiting of Trademarked Goods	4-43
§ 4.11	Drafting the Trademark License	4-44.1
	[1] Preamble and Recitals	4-44.1
	[2] Grant Clause	4-44.1
	[3] Compensation	4-44.2
	[4] Quality Control	4-44.2
	[5] Provisions Governing Use of the Mark	4-44.3
	[6] Infringement Actions/Policing the Mark	4-45
	[7] Indemnification	4-46
	[8] Maintenance of Rights	4-47
	[9] Licensee Estoppel	4-47
	[10] Transfer or Assignment	4-48
	[11] Termination Provisions	4-48
	[a] Termination at Expiration of License	4-48
	[b] Termination Resulting from Breach of Agreements	4-48
	[c] Termination for Convenience	4-48.1
§ 4.12	Trademarks and Internet Domain Names	4-49
	[1] Domain Name Management System	4-52
	[a] NSI and ICANN	4-52
	[b] USPTO Trademark Examination of Domain Names	4-53
	[2] Registration of Domain Names as Trademarks	4-53
	[a] General	4-53
	[b] Strategies for Registering Domain Names as Trademarks	4-55
	[i] Choosing a Mark	4-55
	[ii] Clearing a Mark for Use	4-56
	[3] The Legal Interface Between Trademarks and Domain Names	4-57

LICENSING: FORMS AND ANALYSIS

[4]	Scope of Trademark Protection for Domain Names	4-58
[5]	Domain Name Litigation	4-59
[a]	The Uniform Dispute Resolution Policy	4-59
[b]	The Anticybersquatting Consumer Protection Act.	4-65
[c]	The Federal Trademark Dilution Act. . .	4-71
[d]	The Lanham Act—Trademark Infringement.	4-72.2
[e]	Free Speech.	4-72.3
§ 4.13	<i>Form:</i> Trademark License Agreement	4-78
§ 4.14	<i>Form:</i> Service Mark License Agreement	4-83
§ 4.15	<i>Form:</i> Intra-Company Trademark, Service Mark, and Trade Name License Agreement	4-89
§ 4.16	<i>Form:</i> Trademark License as a Dispute Settlement Agreement.	4-94
§ 4.17	<i>Form:</i> Domain Name Infringement Letter	4-100
§ 4.18	<i>Form:</i> Exclusive Trademark License Agreement . . .	4-102
§ 4.19	<i>Form:</i> Non-Exclusive Trademark License Agreement.	4-109
§ 4.20	<i>Form:</i> Trademark License Agreement for Use in Educational Market	4-114
§ 4.21	<i>Form:</i> Domain Name Transfer Provision	4-121
§ 4.22	<i>Form:</i> Settlement Agreement Providing for Transfer of Domain Name	4-122

CHAPTER 5**Trade Secret Law**

§ 5.01	Trade Secrets Defined	5-2
§ 5.02	Scope and Sources of Trade Secret Law	5-5
[1]	The International Environment	5-5
[2]	Scope of Protection Under United States Law.	5-6
[3]	Sources of State Trade Secrets Law	5-11
§ 5.03	Misappropriation: Protection and Remedies	5-14
[1]	Employee or Licensee Under a Duty of Confidentiality	5-15
[a]	Trade Secret Policies.	5-18.2
[i]	Traditional Issues	5-18.2
[ii]	Internet Issues.	5-19
[b]	Noncompete Agreements	5-20
[c]	Nondisclosure Agreements	5-22
[d]	Licensing Issues	5-22.1
[2]	Parties Not Under a Duty of Confidentiality . . .	5-22.2

TABLE OF CONTENTS

xv

§ 5.04	Civil and Criminal Liability.	5-22.4
	[1] Federal Civil and Criminal Liability	5-22.4
	[2] State Criminal Liability	5-22.7
§ 5.05	<i>Form</i> : Sample Trade Secret Policy with Employee, Consultant, and License Forms.	5-23
§ 5.06	<i>Form</i> : Nondisclosure Agreement (Focus Group Testing)	5-49
§ 5.07	<i>Form</i> : Three-Party Nondisclosure Agreement (Statistical Analysis)	5-52
§ 5.08	<i>Form</i> : Mutual Nondisclosure Agreement (Prospective Joint Venture or Codevelopment Relationship)	5-57
§ 5.09	<i>Form</i> : Mutual Nondisclosure Agreement (Prospective Outsourcing Client) [Letter Format]	5-60
§ 5.10	<i>Form</i> : Nondisclosure Agreement with Proprietary Rights Clause	5-62
§ 5.11	<i>Form</i> : Mutual Nondisclosure Agreement with Proprietary Rights Clause	5-66
§ 5.12	<i>Form</i> : Nondisclosure Agreement Regarding Proprietary and Licensed Material	5-70

CHAPTER 6

Patents

§ 6.01	Overview of Patent Law	6-2
	[1] Types of Patents.	6-4
	[2] Patentability and Validity; Statutory Bars	6-6
	[a] Patentable Subject Matter	6-6
	[b] Novelty	6-12
	[c] Nonobviousness	6-16.1
	[d] Definiteness.	6-17
	[3] Ownership	6-19
	[a] Inventorship	6-19
	[b] Assignment and License	6-20
	[c] Patent Licensing and the Development of Open Standards	6-24
	[4] Infringement	6-26
	[a] Direct Infringement.	6-26.2
	[b] Contributory Infringement and Inducement to Infringe.	6-29
	[c] Patent Assertion Entities.	6-31
	[5] Remedies	6-34.1
	[a] Compensatory Damages	6-34.3
	[i] Lost Profits	6-34.3
	[ii] Reasonable Royalty	6-34.4

LICENSING: FORMS AND ANALYSIS

	[iii] Admissibility of Past Settlement Licenses	6-34.5
	[b] Prejudgment Interest, Increased Damages, and Attorney's Fees	6-34.6
	[c] Section 337 Proceedings Before the International Trade Commission	6-34.8
	[d] Claim Preclusion Issues	6-34.12
§ 6.02	Licensing Considerations	6-34.16
	[1] Limiting the Bundle of Rights	6-34.16
	[2] Provisions of a Patent License	6-34.17
§ 6.02A	Cross-Licensing	6-34.21
	[1] Generally	6-34.21
	[2] Patent Thickets	6-34.23
	[3] Relationship to Research and Development	6-34.23
	[4] Practical Considerations	6-34.24
§ 6.03	Antitrust and Other Limits on Licensing	6-34.25
	[1] Overview	6-34.25
	[2] Applying the Antitrust Laws	6-34.26
	[3] Antitrust Examples and Cases	6-34.28
	[4] Misuse and Related Doctrines	6-34.30
	[5] Tying Agreements	6-34.32
	[6] Export Restrictions and Other Technology Transfer Limitations	6-34.32
§ 6.04	Challenging License Agreements	6-34.33
	[1] The Doctrine of Eviction	6-34.34
	[2] Royalty Obligations on Unpatented, Publicly Disclosed Products	6-34.36
	[3] Licensee Estoppel to Contest Patent Validity	6-34.37
§ 6.05	<i>Form: Declaration and Power of Attorney for Patent Application</i>	6-35
§ 6.06	<i>Form: Assignment (Individual Inventor)</i>	6-38
§ 6.07	<i>Form: Assignment (Joint Inventors)</i>	6-40
§ 6.08	<i>Form: Assignment (Employee Inventor).</i>	6-42
§ 6.09	<i>Form: Simple Patent License</i>	6-46
§ 6.10	<i>Form: Patent License Agreement (Exclusive)</i>	6-48
§ 6.11	<i>Form: Patent License Agreement (Non-Exclusive)</i>	6-52
§ 6.12	<i>Form: Assignment of Patent Application</i>	6-60

CHAPTER 7**The Rights of Publicity and Privacy**

§ 7.01	Overview of Rights of Publicity and Privacy and Licensing	7-2
§ 7.02	Protection of the Rights of Publicity and Privacy	7-5

TABLE OF CONTENTS

xvii

	[1]	Specific Laws and Regulations	7-5
	[a]	Federal Protection in the United States	7-5
	[b]	State Protection in the United States. . .	7-6
	[2]	Scope of the Right of Publicity	7-8
	[a]	First Amendment Considerations	7-9
	[b]	Violations of Rights of Publicity	7-12
	[c]	Right to Use Name or Likeness in Content.	7-13
	[d]	Incidental Use in Content	7-14
	[e]	Preemption and Additional Limitations	7-15
	[f]	Single Publication Rule.	7-16
	[3]	Duration of the Rights of Publicity and Privacy	7-18.1
	[4]	Transfer of the Right of Publicity	7-18.2
	[a]	Assignment of the Right of Publicity. . .	7-18.2
	[b]	General Concerns with Releases and Endorsement Agreements	7-18.3
	[c]	Additional Concerns with Endorsements.	7-18.4
§ 7.03		Releases and Endorsement Agreements	7-18.7
	[1]	Generally-Applicable Terms	7-18.7
	[a]	Exclusivity	7-18.7
	[b]	Defining the Rights	7-18.7
	[c]	Territory	7-18.8
	[d]	Scope of Use	7-18.8
	[2]	Additional Terms of an Endorsement Agreement.	7-18.8
	[a]	Celebrity Obligations	7-18.9
	[b]	“Morals” Clause	7-18.9
§ 7.04		Esports: Licensing Considerations	7-18.11
§ 7.04A		Rights in Personally Identifiable Information	7-18.13
	[1]	Selected United States Laws	7-18.13
	[a]	Fair Credit Reporting Act.	7-18.13
	[b]	Gramm-Leach-Bliley Act.	7-18.14
	[c]	Health Insurance Portability and Accountability Act.	7-18.16
	[d]	Federal Trade Commission Act	7-18.17
	[e]	Children’s Online Privacy Protection Act.	7-18.23
	[f]	Identity Theft Penalty Enhancement Act.	7-18.28
	[g]	Telephone Consumer Protection Act. . .	7-18.30
	[h]	Video Privacy Protection Act.	7-18.34
	[i]	Computer Fraud and Abuse Act (CFAA)	7-18.36
	[j]	State Laws.	7-18.42
	[k]	Constitutional Protections.	7-18.53

LICENSING: FORMS AND ANALYSIS

	[2]	Selected International Laws.	7-18.55
	[a]	European Union Data Privacy Law . . .	7-18.55
	[b]	Data Privacy Law in Canada.	7-18.64
	[3]	Contractual Obligations.	7-18.65
	[4]	Data Brokers and Providers.	7-18.68
	[5]	Data Use Issues	7-18.72
§ 7.05		<i>Form: Recording Release (Individual Persona)</i>	7-19
§ 7.06		<i>Form: Recording Release with Public Appearance</i> Obligations (Producer-Manager-Talent).	7-22
§ 7.07		<i>Form: Recording Release (Institutional Persona)</i>	7-32
§ 7.08		<i>Form: Location Release</i>	7-34
§ 7.09		<i>Form: Materials Release</i>	7-36
§ 7.10		<i>Form: Celebrity License Agreement</i>	7-38
§ 7.11		<i>Form: Simple Endorsement Agreement</i>	7-48
§ 7.12		<i>Form: Complex Endorsement Agreement</i>	7-51
§ 7.13		<i>Form: Vendor's Obligation to Protect</i> Nonpublic Confidential Information.	7-61
§ 7.14		<i>Form: Limitation on Use of Data Subject to</i> Privacy Policy.	7-62
§ 7.15		<i>Form: Sample Privacy Policy</i>	7-63
§ 7.16		<i>Form: Cookie Policy</i>	7-68

CHAPTER 8**Music Licensing**

§ 8.01		Overview of Music Licensing	8-2
§ 8.02		Key Issues in Music Rights	8-5
	[1]	Protecting Against Unauthorized Copying of Audio Recordings (Piracy).	8-5
	[2]	Protecting Against Unauthorized Fixation (Digital Sampling)	8-6
	[3]	Protecting Against Unauthorized Transfer and Resale of Audio Recordings.	8-8
	[4]	Anti-Circumvention Provisions and Rights Management Information	8-9
	[a]	Circumvention of Copyright Protection Systems.	8-9
	[b]	Copyright Management Information . . .	8-10
	[c]	Remedies.	8-10.1
	[5]	International Legislative Developments.	8-10.2
	[6]	Digital Rights Management.	8-10.2
	[a]	Content Identification Technologies. . .	8-10.5
§ 8.03		Print Licenses.	8-11
	[1]	Fees and Most-Favored-Nation Clauses	8-11
	[2]	Other Terms and Conditions	8-12

TABLE OF CONTENTS

xix

§ 8.04	Mechanical Licenses	8-13
	[1] History of the Mechanical License in the United States	8-13
	[2] Contemporary Mechanical Licensing Practices	8-15
	[a] Generally Applicable Terms	8-15
	[b] Computer-Related Reproductions of Musical Works	8-16
§ 8.05	Master Use Licenses and Reuse Fees	8-17
	[1] Master Use Licenses	8-17
	[2] Reuse Fees	8-18
§ 8.06	Synchronization and Videogram Licenses	8-19
	[1] Determining the Type of License Needed	8-19
	[2] Terms of Synchronization and Videogram Licenses	8-19
§ 8.07	Performance Licenses	8-21
	[1] Performance Rights in Musical Works	8-21
	[a] Performance Rights Societies	8-22
	[b] Available Licenses	8-23
	[i] Blanket Licenses	8-23
	[ii] Source Licenses and Direct Licenses	8-23
	[iii] Per-Program Licenses	8-24
	[2] Performance Rights in Sound Recordings (Streaming Services)	8-24
	[3] Exemptions from Music Licensing	8-24.1
§ 8.08	<i>Form: Work for Hire Agreement</i> (Lyric Translation)	8-24.4
§ 8.09	<i>Form: Work for Hire Agreement (Musical</i> <i>Arrangement)</i>	8-26
§ 8.10	<i>Form: Master Use License</i>	8-28
§ 8.11	<i>Form: Audiovisual Work Synchronization and</i> <i>Videogram License.</i>	8-36
§ 8.12	<i>Form: Synchronization and Public Performance</i> <i>License for Multimedia.</i>	8-43
§ 8.13	<i>Form: Musical Compositions Publishing Letter</i> <i>Agreement.</i>	8-46
§ 8.14	<i>Form: Musical Composition Agency</i> <i>Agreement.</i>	8-56
§ 8.15	<i>Form: Musical Compositions Co-Publishing</i> <i>Agreement.</i>	8-65
§ 8.16	<i>Form: Dramatico-Musical Work (Play) Tour</i> <i>License</i>	8-81
§ 8.17	<i>Form: Song Collaboration License</i>	8-89
§ 8.18	<i>Form: Musical Compositions Administration</i> <i>Agreement.</i>	8-92
§ 8.19	<i>Form: Mechanical License</i>	8-102
§ 8.20	<i>Form: Single Track Music License.</i>	8-105

§ 8.21	<i>Form: Copyright Assignment Agreement for Musical Compositions</i>	8-113
§ 8.22	<i>Form: Ring Tone Agreement</i>	8-116
§ 8.23	<i>Form: Audiovisual Streaming/Downloading License Agreement</i>	8-121
§ 8.24	<i>Form: Licensee Oriented Audiovisual Streaming Agreement Short Form</i>	8-127
§ 8.25	<i>Form: Copyright Ownership Agreement.</i>	8-129

CHAPTER 9

Merchandising

§ 9.01	Introduction to Merchandising	9-2
§ 9.02	Intellectual Property Rights Implicated in Merchandising.	9-5
§ 9.03	Issues in Administering a Merchandising Program. . .	9-7
	[1] Common Issues	9-7
	[a] Benefits and Risks of Merchandising. . .	9-7
	[b] Utilizing a Merchandising Agent	9-8
	[i] The Scope and Term of the Agency Agreement	9-9
	[ii] The Agent's Responsibilities and Compensation	9-9
	[iii] Representations, Warranties and Indemnification.	9-10
	[c] Assessing the Rights Owned.	9-10
	[i] Underlying Employment Agreements	9-10
	[ii] Underlying Independent Contractor Agreements	9-11
	[d] The Advisability of Unbundling Products and Markets.	9-12
	[2] Issues Specific to Entertainment and Character Properties	9-13
	[3] Issues Specific to Trademark and Branded Properties	9-14
	[4] Issues Specific to Sports Properties.	9-16
§ 9.04	Merchandising Agreements.	9-18
	[1] Generally-Applicable Terms of a Merchandising License	9-18
	[a] Grant of Rights	9-18
	[b] Compensation	9-19
	[c] Term and Termination	9-20
	[d] Assignment and Sublicensing	9-20
	[e] Indemnification	9-21

TABLE OF CONTENTS

xxi

	[f]	Audit Rights	9-21
	[i]	The Audit Process	9-21
	[ii]	Record Retention for Audits . . .	9-21
	[g]	Intellectual Property Protection and Other Provisions	9-22
[2]		Specific Merchandising Provisions	9-22
	[a]	New Renderings of the Property	9-22
	[b]	Ownership Rights	9-23
	[c]	Quality Control	9-23
	[d]	Goodwill and Promotional Value	9-24
	[e]	Exploitation by the Licensee.	9-25
	[f]	Premiums and Promotions	9-25
§ 9.05		<i>Form</i> : Licensing Agent Agreement.	9-26
§ 9.06		<i>Form</i> : Designer Agreement.	9-32
§ 9.07		<i>Form</i> : Toy Designer License Agreement (Annotated).	9-34
§ 9.08		<i>Form</i> : Cartoonist License and Merchandising Agreement.	9-52
§ 9.09		<i>Form</i> : Reprint Sales License Agreement	9-64

CHAPTER 10

Software Development, Distribution, and Licensing

§ 10.01		Software Licensing	10-3
§ 10.02		Types of Software	10-5
	[1]	Off-the-Shelf Software	10-5
	[2]	Customized Software.	10-5
	[3]	Custom Software	10-6
	[4]	Open Source Software	10-7
§ 10.03		Generally Applicable Terms of a Software License . . .	10-8
	[1]	Ownership	10-8
	[a]	Physical Copies and the First Sale Doctrine	10-8
	[i]	Material Other than Software. . .	10-8
	[ii]	Software	10-8
	[b]	Sublicensing	10-10
	[2]	Scope of License	10-10
	[a]	Authorized Users	10-12
	[b]	Permitted and Prohibited Uses	10-14
	[3]	Fees	10-16
	[4]	Term.	10-16
	[5]	Representations and Warranties	10-17
	[a]	Ownership of Intellectual Property.	10-17
	[b]	Performance	10-18
	[i]	Response Time Warranties	10-19

	[ii]	Capacity or Throughput Warranties	10-19
	[iii]	Reliability Warranties	10-20
	[c]	Disclaiming Warranties and Limitations on Liability	10-21
	[d]	Merger and No-Reliance Clauses	10-24
	[e]	Remedies for Breach of Warranties	10-26.1
§ 10.04		Additional Terms for Customized and Custom Software	10-26.2
	[1]	Exclusive and Nonexclusive Licenses.	10-26.2
	[2]	Copy and Modification Rights.	10-27
	[3]	Confidential Information and Trade Secrets	10-28
	[4]	Delivery, Installation, and Acceptance Testing.	10-29
	[5]	Maintenance, Support, and Updates	10-29
	[6]	Modifications	10-30
	[7]	Assignment	10-30.1
		[a] Generally.	10-30.1
		[b] Anti-Assignability Clauses	10-31
	[8]	Training	10-32.1
	[9]	Source Code.	10-32.1
		[a] Section 365 of the Bankruptcy Code	10-32.2
		[b] Chapter 15 of the Bankruptcy Code	10-32.3
		[c] Source Code Escrow	10-32.5
	[10]	Indemnification	10-32.6
§ 10.05		[Reserved]	10-32.7
§ 10.06		Enforceability of Licenses	10-32.8
§ 10.07		Channels of Software Distribution	10-33
	[1]	Agreements with Sales Representatives	10-33
	[2]	Agreements with Distributors	10-33
		[a] Rights	10-33
		[b] Compensation	10-36
	[3]	Digital Distribution	10-36
	[4]	Export Issues	10-36.2
		[a] Rationale for Export Regulations	10-36.2
		[b] Implementation of Export Regulations.	10-36.3
		[i] Scope of the Export Administration Regulations.	10-38
		[ii] The Definition of “Export” and “Reexport”	10-38.1
		[iii] Classifying an Item or Service	10-38.2
		[iv] General Prohibitions.	10-38.4
		[v] The Country Chart	10-38.5
		[vi] Applying for a License.	10-38.6
		[vii] License Exceptions.	10-38.7
		[viii] Reporting Requirements.	10-38.11
		[ix] Violations of the EAR	10-38.11

TABLE OF CONTENTS

xxiii

[5]	Review of Foreign Transactions by the Committee on Foreign Investment in the United States (CFIUS)	10-38.13
§ 10.07A	Bioinformatics Licensing.	10-38.16
[1]	Introduction	10-38.16
[2]	Basic Terms	10-38.16
[3]	Managing Risk.	10-38.16
[4]	Open Data Sources	10-38.17
[5]	Intellectual Property.	10-38.18
[6]	Public Entity Interactions	10-38.19
[7]	Royalty Arrangements	10-38.20
§ 10.07B	Open Source Licensing	10-38.22
[1]	Introduction	10-38.22
[2]	“Copyleft”	10-38.23
[3]	The GNU General Public Licenses	10-38.23
[4]	Other Open Source and Related Licenses	10-38.26
[5]	Infringement of Third Party Rights	10-38.27
[6]	Other Forms of Protection	10-38.30
[7]	Business Considerations and Risks	10-38.30
§ 10.07C	Electronic Health Records	10-38.33
[1]	Federal Law	10-38.33
[2]	Licensing Models.	10-38.34
§ 10.07D	Generative AI Licensing Issues	10-38.36
§ 10.08	<i>Form:</i> Vendor-Oriented Shrink-Wrap Software License Agreement	10-39
§ 10.09	<i>Form:</i> Licensee-Oriented Software License Transaction Checklist	10-42
§ 10.10	<i>Form:</i> Annotated User-Oriented Software License Agreement with Software Maintenance Agreement	10-48
§ 10.11	<i>Form:</i> Software Sales and License-Back Agreement	10-87
§ 10.12	<i>Form:</i> Licensee-Oriented Software Maintenance Transaction Checklist	10-96
§ 10.13	<i>Form:</i> Vendor-Oriented Software Maintenance Agreement.	10-99
§ 10.14	<i>Form:</i> Developer-Oriented Distributor Agreement.	10-109
§ 10.15	<i>Form:</i> Shrink-Wrap End User License Agreement.	10-126
§ 10.16	<i>Form:</i> Click-Wrap End User Product License Agreement.	10-129
§ 10.17	<i>Form:</i> Individual or Network Use Shrink-Wrap License Agreement	10-133
§ 10.18	<i>Form:</i> GNU General Public License, Version 2, June 1991	10-136
§ 10.18A	<i>Form:</i> GNU General Public License, Version 3, June 2007	10-142.1
§ 10.19	<i>Form:</i> Most Favored Customer Clause	10-143
§ 10.20	<i>Form:</i> Age Verification Software License Agreement.	10-144
§ 10.21	<i>Form:</i> Software Evaluation License Agreement.	10-157

§ 10.22	<i>Form: Software License Agreement on a per Database Instance</i>	10-160
§ 10.23	<i>Form: Thirty-Day Evaluation License Agreement with Perpetual Option</i>	10-171
§ 10.24	<i>Form: Software License Agreement (Pro-Licensee and Broad)</i>	10-182

CHAPTER 11

Dramatic Performance Licensing

§ 11.01	Overview	11-2
§ 11.02	What Are “Dramatic” and/or “Grand” Rights?	11-4
§ 11.03	Licensing of a Play or Dramatico-Musical Work	11-5
§ 11.04	Distinguishing Grand Rights from Small Rights.	11-6
	[1] Non-Dramatic Performance of a Song from a Dramatico-Musical Work	11-6
	[2] Dramatic Performance of a Song from a Dramatico-Musical Work	11-6
	[3] Dramatic Performance of a Song Not Taken from a Dramatico-Musical Work and Not Used as Part of a Story or Plot	11-7
	[4] Dramatic Performance of a Song Not Taken from a Dramatico-Musical Work and Used as Part of a Story or Plot	11-7
	[5] Fair Use of a Dramatico-Musical Work	11-8
	[6] Performance of a Dramatico-Musical Work	11-8
	[7] Performance of a Concert with Many Songs from the Same Dramatico-Musical Work	11-8
	[8] Performance of Assorted Songs from Several Different Dramatico-Musical Works in a Revue with Costume and Choreography, or as the Music for a Newly Created Play	11-9
§ 11.05	Licensing Multimedia Performances and Underlying Rights.	11-11
	[1] Movie, Video and Broadcast Rights	11-11
	[2] Licensing Underlying Rights	11-12
§ 11.06	Other Key Issues in Grand or Dramatic Performance Rights Licensing	11-13
	[1] Limiting Scope of License.	11-13
	[2] Billing Credits, Logos and Merchandise	11-13
	[3] Collection of Royalties and Rental Charges for Performance Materials.	11-13
§ 11.07	<i>Form: Grand rights Tour License-Live Stage Performance of Dramatico-Musical Work</i>	11-14
§ 11.08	<i>Form: Agreement for Use of Screenplay Material in Live Stage Performance</i>	11-22

TABLE OF CONTENTS

xxv

§ 11.09	<i>Form</i> : Limited License for Creation of Archival Videotape	11-29
§ 11.10	<i>Form</i> : Limited License-Video Clips for Advertising	11-31
§ 11.11	<i>Form</i> : Use of Song in Grand Rights First-Class, Stock and Amateur Performances.	11-33
§ 11.12	<i>Form</i> : Play Production Agreement	11-37
§ 11.13	<i>Form</i> : Motion Picture License, Marketing and Distribution Agreement	11-61

CHAPTER 12

Literary Licensing

§ 12.01	Introduction to Literary Licensing.	12-2
§ 12.02	Rights Covered by a Literary License	12-4
	[1] Right of Publication	12-4
	[2] Format of Book Publication.	12-4
	[3] Subject Matter of the License	12-4
	[4] Territory and Language	12-5
	[5] Duration	12-5
	[6] Advance and Bonuses	12-5
	[7] Royalties	12-6
	[8] Delivery	12-7
	[9] Satisfactory to the Publisher in Form and Content	12-7
	[10] Legal Review	12-8
	[11] Editing	12-8
	[12] Securing Permissions.	12-8
	[13] Publication Dates	12-9
	[14] Print Run and Advertising	12-9
	[15] Out of Print	12-10
	[16] Warranty and Indemnification	12-10
	[17] Non-Compete	12-11
	[18] Options: First Refusal and Last Negotiation	12-11
	[19] <i>Force Majeure</i>	12-11
	[20] Promotion	12-12
	[21] Author Copies	12-12
§ 12.03	Additional Rights Covered by a Literary License	12-13
	[1] Audio Rights	12-13
	[a] Generally	12-13
	[b] The Grant of Rights	12-13
	[i] Royalties	12-13
	[ii] Territory	12-13
	[iii] Granting Audio Book Rights Only	12-14

LICENSING: FORMS AND ANALYSIS

	[c] Abridged Audio Rights vs. Unabridged Audio Rights	12-14
	[d] Similarities of Abridged Audio Rights and Unabridged Audio Rights	12-15
	[2] First and Second Serial Rights.	12-16
	[a] Generally.	12-16
	[b] Submitting Books for First Serial Consideration	12-16
	[c] First and Second Serial Licenses	12-16
	[d] Timing Issues in Serialization Licenses	12-17
	[e] Serial Rights, New Use, and <i>Tasini</i>	12-17
	[3] Electronic Rights	12-18
§ 12.04	<i>Form</i> : Literary Work License Agreement.	12-19
§ 12.05	<i>Form</i> : Option License Agreement for a Literary Work License	12-24
§ 12.06	<i>Form</i> : Content License Between a Magazine Publisher and a Web Site Publisher	12-26

CHAPTER 13**Antitrust Limits on Licensing**

§ 13.01	Overview of Antitrust Limits on Licensing.	13-1
§ 13.02	Duty to License to Third Parties	13-3
§ 13.03	Price Restrictions in Licensing Agreements	13-5
§ 13.04	Exclusive Licensing and Exclusive Dealing	13-7
§ 13.05	Cross-Licensing and Pooling Arrangements	13-8
§ 13.06	Grantbacks	13-10
§ 13.07	Tying	13-11
	[1] Generally	13-11
	[2] Technological Tying	13-11
§ 13.08	Enforcement of Invalid Intellectual Property Rights	13-13
INDEX	I-1