

## Domain Name Issues in License Agreements

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In order to protect and enhance the prestige of a licensed mark, trade mark owners, when drafting trade mark license agreements, typically focus their attention on ensuring that they maintain the necessary level of approval over, and consistency in, the use of the licensed mark. Unfortunately, this desire often becomes a secondary concern as trade mark owners are blinded by the revenue-generating opportunities that may be derived from a proposed license agreement and therefore, gloss over certain integral protections.

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