

New Developments Concerning Trademark Licenses in Bankruptcy

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Licensing arrangements provide the ability for a trade mark owner to generate revenue and capitalize on the reputation of their brands. The relationship between a licensor and licensee is, in many ways, an interdependent one. Therefore, trade mark owners carefully select licensing partners based on their reputation for quality and business acumen to ensure that the integrity of the licensor's valuable proprietary rights will be protected. Given the importance of this unique business relationship, licensors typically include language in their licensing agreements that requires the licensor's consent prior to any assignment by a licensee of the licensed rights and obligations.

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