

Licensing and Branding

With a portfolio of patents and technology available for sale, lease or licensing, we can help expanding corporate brands, reducing time to market, and increasing sales revenues.

The Technology Center llc can assist you in developing a new technology, expanding on an existing technology and/or improving on a competitor's technology. We have diversified experience in plastics, metals, chemicals, woods, processes, electronics, automation and every aspect of consumer products from development through procurement. Depending on our customer's needs and preferences, we can provide a service on work for hire, or a fixed fee and royalty base. Our background in Licensing can be integral in a win/win collaboration, but as a third party negotiator, we can also be vital to facilitate a favorable sales or license agreement. Having over 20+ years of experience in the consumer products marketplace including with licensors such as Disney and CTW, we have the rare understanding to take a new product and expand sales and distribution, or generate added revenues on existing corporate brands. Having the knowledge on cost and consumer research can be the key to co-branding and licensing, and the difference to a successful launch that generates millions in revenue.



“Licensees expect that a license will provide them with sales growth. Sales growth may be growth within an existing market or the opportunity to enter a new market. To achieve this, licensees expect that the brand they are licensing has significant brand preference, that it will open doors and ultimately help them meet or exceed their business goals. A licensing contract may force the licensee to achieve certain sales targets and royalties; therefore, the goal of the licensee is to quickly meet their business objectives, thereby achieving their contract obligations. Royalties are the monies paid to a licensor by the licensee for the right to use the licensed property. It is commonly calculated by multiplying the Royalty Rate by the Net Sales.”

If you have a need for a new technology, implementing an existing technology, or even considering licensing a technology or brand, contact our office today for more details on how we can assist you in reaching your objectives.