

## LICENSING

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When it comes to licensing or assigning your trademark rights, details are important. Trademark licensing includes a lot of legal obligations for the licensor and licensee. If you are planning to license a trademark, there are decisions that need to be made by the parties in relationship to the rights and obligations of each. They must align with trademark laws of the relevant jurisdiction and keeping in line with the best practices for brand owners and licensees. Rutan & Tucker is aware that each situation is unique and will walk you through every part of the process.