



Licensing Photography

By Richard Weisgrau, Victor S. Perlman

Allworth Press, U.S. Paperback. Book Condition: new. BRAND NEW, Licensing Photography, Richard Weisgrau, Victor S. Perlman, Photographers can now increase the profitability of their images by properly controlling and pricing the rights to their work! A veteran photographer and an intellectual property attorney explain the complicated subject of licensing in clear layman's terms, so that readers can craft licensing agreements, price the values of those licenses, and negotiate fees successfully. This book includes tools for crafting licensing agreements, pricing licenses, and negotiating fees successfully; real-life examples, model form and letter agreements, complete Q&A section, and pricing formulae; clear explanations of laws of privacy, publicity, and trademark that impact licensing rights; layman's language makes licensing and copyright easy to understand; and, allows photographers to use licensing agreements to their advantage. It dissects similarities and differences of licensing for print vs. electronic and other non-print media. It is aimed at beginning and experienced professional photographers; photo students and educators. It is a perfect companion to Weisgrau's previous title, "The Real Business of Photography" (1-58115-350-3). A comparable title, "Licensing Art and Design" (ISBN 1-880559-27-7) in two editions has over 30,000 copies in print.



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