

Introduction to the 2025-2026 Edition of The Law of Merchandise and Character Licensing

The 2025-2026 Edition of *The Law of Merchandise and Character Licensing* provides up-to-date information in this growing and increasingly complex field. With this 2025-2026 Edition, the authors continue to offer the latest developments in merchandise and character licensing law.

This 2025-2026 Edition features new coverage of licensing law developments in the following chapters, among others:

- Chapter 1: Introduction to Merchandising
- Chapter 1A: International Licensing Markets
- Chapter 2: Selection and Evaluation of a Merchandising Property
- Chapter 5: Licensing Considerations
- Chapter 9: Protecting Merchandising Properties Under Copyright Law
- Chapter 10: Protecting Merchandising Properties Under Patent Law
- Chapter 12: Causes of Action in Merchandising Cases

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