

Introduction to the 2026-2027 Edition of The Law of Merchandise and Character Licensing

The 2026-2027 Edition of *The Law of Merchandise and Character Licensing* provides up-to-date information in this growing and increasingly complex field. With this 2026-2027 Edition, the authors continue to offer the latest developments in merchandise and character licensing law.

This 2026-2027 Edition features new coverage of licensing law developments in the following chapters:

- Chapter 1: Introduction to Merchandising
- Chapter 1A: International Licensing Markets
- Chapter 2: Selection and Evaluation of a Merchandising Property
- Chapter 4: Ownership Considerations
- Chapter 5: Licensing Considerations
- Chapter 5A: Best Practices in Licensing Administration and Management
- Chapter 5B: Marketing and Selling Licensed Products
- Chapter 8: Protecting Merchandising Properties Under Trademark Law
- Chapter 9: Protecting Merchandising Properties Under Copyright Law
- Chapter 12: Causes of Action in Merchandising Cases

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