



How to License Your Million Dollar Idea: Everything You Need to Know to Make Money from Your New Product Idea

Harvey Reese

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Reap the profits of your own imagination... How to License Your Million Dollar Idea Everything You Need to Know to Make Money from Your New Product Idea You've seen them on TV, in business magazines, and as the subjects of case studies in major business schools: ordinary people who have parlayed their simple, clever ideas for new products or services into millions of dollars. What's the difference between these success stories and the people who say, "Hey, I had that idea years ago"? The former had the motivation and information necessary to license their idea and turn it into profit. In *How to License Your Million Dollar Idea*, Harvey Reese, a successful new product developer reveals his system for creating commercially profitable ideas and his secrets for turning them into lucrative licensing agreements. Not only will you find nuts-and-bolts information on the licensing process, you'll also learn how to formulate an idea and—more importantly—motivate yourself to get out there and make it work for you. *How to License Your Million Dollar Idea*:

- Shows you how to turn a product or service idea into profit without risking your own financial resources
- Takes you through the entire licensing process step-by-step, from formulating the idea, researching the competition, and obtaining patents, to finding prospects, negotiating the deal, and beyond
- Offers examples of successful licensing ventures including Teenage Mutant Ninja Turtles®, Pound Puppies®, and Monopoly®
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