



Insights: Publications

Brand Licensing Strategies to Maintain Value and Goodwill

Inside Journal

June 1, 2016

Written by

"Brand Licensing Strategies to Maintain Value and Goodwill," *Inside Journal*, Spring/Summer 2016.

Reprinted with permission from: *Inside Journal*, Spring/Summer 2016, Vol. 34, No. 1, published by the New York State Bar Association, One Elk Street, Albany, New York 12207.