



## Licensing, for Fun and Profit: Trademarks (brands) and Copyrights

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## Potential Opportunities

### Visual art

- print-on-demand
- direct sales
- licensed third-party use
  - publications
  - tangible items
- stock photography / images
- public display
- NFTs

## Potential Opportunities

### 3-dimensional works (e.g sculpture)

- derivative works
  - miniatures
  - photos of works
  - change of media (3D printing / 3D model)
- licensed third-party use
  - tangible items
- public display

## Potential Opportunities

### Musical, literary, dramatic works

- direct sales
- licensed third-party use
  - publications
  - PROs (music)
- public display / performance
- derivative works