

Illustration Licensing Checklist

- Name of licensee
- Length of licence (years)
- What products will the licensed illustration(s) be on?
- Remember to use the word ONLY for usage.
- Exclusivity - If the client wants no other use of the image at all, this needs to be added as a special term.
- Where will they be sold (UK, Europe, Asia, USA, worldwide)?
- Payment method – Flat fee, royalty only, advance and royalty?
- How much will I be paid in advance and in royalties?
- How often will I receive a royalty statement and payment?
- Get the response in writing (email). File all paperwork and emails safely.

LICENSING AGENTS

IMAGE by DESIGN <http://www.ibd-licensing.co.uk/>

ADVOCATE <https://www.advocate-art.com/art-licensing>

IMAGE SOURCE <https://isartlicensing.wordpress.com/>

BRIGHT ART LICENSING <https://thebrightagency.com/us/licensing>

MGL LICENSING <http://www.mgllicensing.com/>

YELLOW HOUSE <http://www.yellowhouseartlicensing.com/>

LILLA ROGERS <https://lillarogers.com/about/how-to-license-existing-art/>

LICENSING READING

20 Steps to Art Licensing: How to Sell Your Designs to Card and Gift Companies -
Kate Harper

Licensing Art and Design: A Professional's Guide to Licensing and Royalty
Agreements Revised Edition - Caryn R. Leland

Licensing Art 101, Third Edition Updated: Publishing and Licensing Your Artwork for
Profit – Michael Woodward