

ROYALTY RATE BENCHMARKING

What is the market royalty rate range for X?

Information from RoyaltyRange | www.royaltyrange.com

What is the market royalty rate for licensing a clothing brand? Is a 5% royalty rate for licensing your technology too low in comparison with the rates applied by third parties? Did your client set a market royalty rate when granting a licence to its subsidiary? If you encounter these kinds of questions

in your day-to-day professional life, a RoyaltyRange benchmarking study could be the right service for you. Our benchmarking study is a detailed comparison of licence agreements and royalty rates in order to determine an arm's length (market) royalty rate range for specific products or services.

THREE SEARCH STEPS

QUANTITATIVE SCREENING

The search in the RoyaltyRange database yields a list of potentially comparable reports.

QUALITATIVE SCREENING

The sample is manually reviewed and the final set of reports is selected.

FINANCIAL ANALYSIS

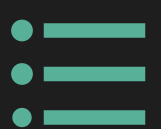
The range of royalty rates for third-party licence agreements, an interquartile arm's length royalty rate range, and a median are calculated.

DELIVERABLES



Presentation

A benchmarking study report presentation containing the description of the search, steps of the analysis and calculation of an arm's length royalty rate range.



Appendix

An appendix with a list of all primary reports used during the quantitative screening and a list of all final reports used during the qualitative screening.



Sources

PDF sources of the original agreements used in the calculation of the royalty rate range.

€1,500

The fee for our benchmarking study service is €1500 (plus VAT, if applicable) per one project.



The study report is prepared in approx. 4-5 working days after the payment.