

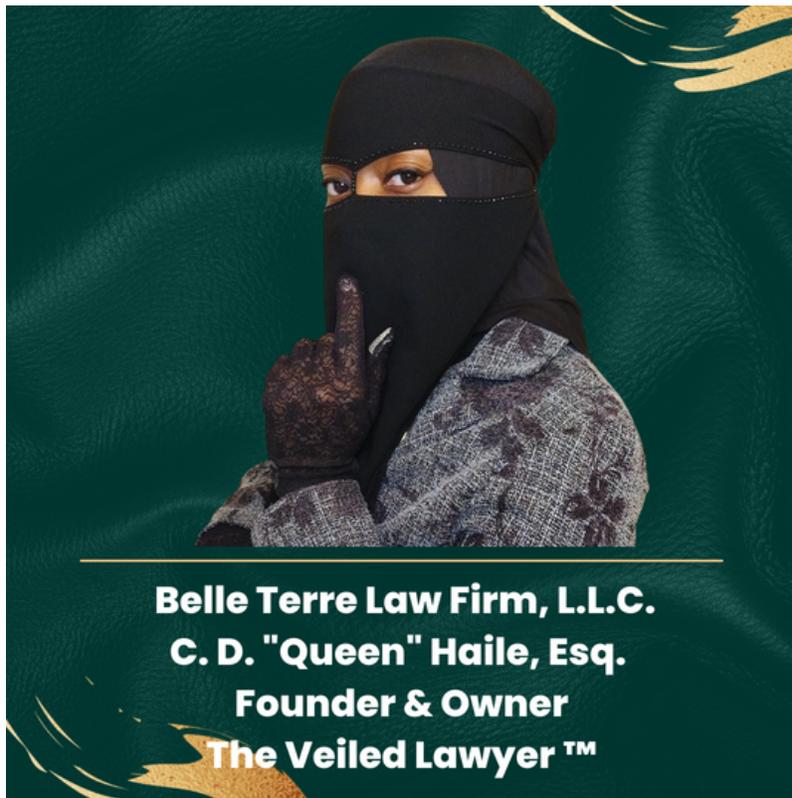


Generate Multiple Streams of Income with a Cannabis Trademark



C.D. "Queen" Haile, Esq.

There are multiple ways that your trademark can make you MORE money! Your trademark investment can be utilized as multiple streams of income. Continue reading for more information on how your trademark can make you more money!



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Licensing Your Trademark

Licensing your trademark is the most common way to make money off your trademark. You can license your trademark to the following:

- Businesses that want to sell your brand. Example: A sporting gear store wants to sell authentic NFL team jerseys. A t-shirt printing company wants to sell National Pan-Hellenic Council Greek Fraternity/Sorority shirts.
- Businesses that want to create their own product, but use your brand to sell it. Example, a furniture company wants to create custom Barbie furniture for homes and apartments. Barbie does not have these products, so the furniture company would have to purchase a trademark license from Barbie before producing and selling the furniture.
- Entertainment Companies and Promoters. Example, a party promoter wants to use your brand to promote their lavish mansion parties. The promoter would have to purchase a license from you first.



Co-Branding with Another Company

Co-Branding is when two brands work together to take advantage of each other's brand reputations and trademarks. The most common example is when a sport's athlete (a brand on their own) partners with popular brands like: Nike, Reebok, Puma, FILA, etc. to create branded shoes, athletic gear, and other products.

Crowdfunding

Businesses can use the value of their trademarks to help them raise capital for their. The more value your company has, the more likely you are to raise capital.

Selling Your Business

If you decide to sell your business, you can sell the rights to your trademarks as well. Having a trademark for your business allows for you to negotiate a more lucrative selling price for your business.



Will and Estate Planning

In your last will and testament, you can leave your trademark rights to your descendants after you pass away. All money and rights to your trademark remains in your family and your descendants will benefit off of true generational wealth.

As you can see, a trademark is truly worth its weight in gold! Besides, who doesn't love to have multiple streams of income!!



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