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ROYALTY RATE REPORT

FOR

TRADEMARKS & COPYRIGHTS

FIFTH EDITION

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Grant Hill

Licensors: Grant Hill
Licensee: Fila Holding, SpA
Royalty: \$80 million

Basketball sensation Grant Hill signed a seven-year endorsement deal with Italian sportswear company Fila Holding, SpA, valued at roughly \$80 million. The contract will take the form of a base salary for Hill, as well as performance bonuses, royalties and some equity in the company. The Detroit Pistons forward was also named as chairman of a sports market advisory committee.

LeBron James

Licensors: LeBron James,
Licensee: Nike, Inc.
Royalty: \$90 million

LeBron James, the NBA's No. 1 draft pick signed a \$90 million, seven-year deal with Nike before graduating from high school.

Li Jialing

Infringed: Li Jialing
Infringer: Several Chinese Companies
Damages: \$190,000 claimed

Li Jialing is a Hong Kong actress that doesn't always like to see pictures of her face. The actress sued three Chinese companies for unauthorized use of her portrait for advertising the Alice line of cosmetic products to consumers. She sued two Shanghai department stores and a south China cosmetics company, demanding \$190,000 as compensation. This amount is reported to be the largest damage request ever made in the Shanghai court system. The Chinese government had just recently improved its copyright laws in response to continuing international complaints about widespread pirating of copyright materials.

Elton John and Tim Rice

Licensors: Li Jialing
Licensee: Several Chinese Companies
Royalty: 2% of weekly receipts

Most of the songs in the Lion King musical include music by Elton John with lyrics from Tim Rice. The musical has been seen by an estimated 75 million people in 22 countries around the world. It is considered to be the biggest theatre production to ever tour Europe. John and Rice each earn a 2% royalty on receipts.

For a Broadway production, after the out-of-town pre-Broadway run, the musical normally enters New York for previews. Once the musical opens, the writers are guaranteed a

minimum royalty of 4.5% of the weekly gross box office receipts until the show's costs have been recouped, and 6% of such receipts thereafter. For example, a hit musical on Broadway will usually take in from \$600,000 to \$1,000,000 per week in ticket sales. If the writers were sharing the guild's post-recoupment minimum of 6% (2% each to the composer, lyricist, and book-writer), the weekly writer royalties for each would range from \$12,000 to \$20,000 each. And by multiplying this figure by 52 weeks, each writer would receive from \$624,000 to \$1,040,000 in annual royalties from the Broadway run of the show alone, not to mention the substantial amount of money being generated by touring productions of the musical throughout the world. Source: licensing Economics Review, October 2014, page 7.

George Foreman

Seller: George Foreman
Buyer: Salton Inc.
Price: \$113.75 million

George Foreman, the heavyweight-boxing champion may have his name associated with hamburger grills and cooking appliances for many years to come. Under an agreement with appliance maker Salton Inc., the company agreed to pay Foreman and his partners \$113.75 million in cash over the next five years for the right to use Foreman's name and likeness perpetually in connection with the marketing and sale of food preparation appliances. The company, which sells George Foreman Grills and the Big George Rotisserie Grills had been paying the 50-year-old Foreman and his partners 60 percent of the profits from the sale of George Foreman products. The new deal eliminates that royalty for products sold on or after July 1999. In addition to cash, the former heavyweight champion and his partners will get Salton common stock valued at \$23.75 million when the deal closes. Closing is expected to occur in the first quarter of 2000.

George Foreman Grills are among Salton's best-selling products, and Salton also gains the right to develop and market other cooking appliances using Foreman's name, the company said. Source: Licensing Economics Review, February 2000.

Marilyn Monroe DNA

Licensor: Monroe Estate
Licensee: Stargene
Royalty: Undisclosed

Marilyn Monroe may actually be a part of jewelry. A Californian company called Stargene is developing resin pendants and other jewelry containing the DNA of dead celebrities including film star Marilyn Monroe.