# **EXERCISE 30B CHART: ADD VALUE TO A LICENSING AGREEMENT**

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| **TERM OF THE DEAL** | **MONEY** | **RISK** | **CONTROL** | **STANDARDS** | **ENDGAME** |
| With respect to each year of the contract term, Merchandisers must pay royalties equal to 15% of all gross sales under $7 million; 10% with respect to sales that equal or exceed $7 million; but in no event less than an aggregate of $600,000 per year. |  |  |  |  |  |
| In addition, Ralph LP will have the right to terminate the contract if Merchandisers’ net worth is less than $10 million as of the end of their fiscal year. |  |  |  |  |  |