

## RIGHTS & ROYALTY MANAGEMENT FOR LICENSORS

### Gain Visibility Into Contracts, Payments, and Usage

Is it becoming increasingly difficult to keep track of the status of rights and royalties for your licensed material? Are you overlooking violations, spending money on disputes, or reconciling over- and underpayments from licensees? Do you lack the trend data that will allow you to accurately forecast performance and negotiate favorable terms? With FADEL's rights and royalties management solution for licensors, it's all right there for you to see.

- **Know Where Your Licensed Material Stands**

Protect, manage and monetize your IP, with full visibility into even the most complex contracts. Track licensee obligations and minimum guarantees from your dashboard, without waiting for report submissions.

- **Reduce Accounting & Legal Costs**

Prevent the under- or overpayment of inbound royalties, saving reconciliation costs on the back end. Get notifications of usage violations prior to audits so they can be resolved amicably and early, reducing the need for litigation.

- **Fully Monetize Your Assets**

Use trend data and analytics to slice and dice terms for different distribution channels, regions, formats and time frames for limitless innovation and monetization of your IP. Manage various financial models with a system built for growth.



## As Much as 70% of Self-Reporting on Licensing Contracts is Inaccurate

Licensees often misreport usage, not because they are trying to get away with something, but because they also lack visibility into contract terms and struggle to

decipher complex usage specifications.

Difficulty understanding timing, terms and

rates can lead to underpayment, or

deliberate overpayment to avoid fines.

Regardless, licensors must reconcile inexact

payments through contract reviews and payment audits, which can be time consuming and error-prone.

*The Licensing Industry Merchandisers' Association (LIMA) estimates that more than one billion dollars in inbound royalties are lost every year due to poor licensing royalty management.*

## Why FADEL

Seven of the top 10 media brands in the world trust FADEL products to manage their IP, including one of the world's most recognized brands: Marvel Entertainment. We are constantly monitoring our clients' industries to figure out new and better ways to help them harness the potential of their licensed assets. With FADEL, you can focus on your business with the peace of mind your licensed IP is being properly tracked and accounted for. And, when the time comes for auditing and business analysis, you'll have all the information you need at your fingertips.

## Take Control of Your Licensed Assets

With FADEL's pre-configured industry templates and guided implementations, you will be up and running in no time!

*"We chose FADEL to implement an innovative rights and royalties management solution that will help us link and analyze our intellectual property rights information and more efficiently manage our royalty processing."*

– Executive Vice President and CFO, Marvel Entertainment, Inc.

## About Us

FADEL, innovator of rights and royalty management software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising. By automating talent and content rights management across vid-eos, photos, ads, music, products and brands, and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies. Founded in 2003, FADEL is headquartered in New York City and also operates offices in Los Angeles, London, and Lebanon. For more information, visit [fadel.com](http://fadel.com).

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