



Art Licensing Manager

Licensing tracking so you don't have to...
Demo and User's Guide

brought to you by
ArtLicensingInfo.com
and CampSoftware.com

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HOW TO USE THIS MANUAL

This manual is designed to show and explain the data you can track and how to efficiently enter it. Click on the links in the Contents to go directly to a topic, then click on the “back to Contents” links to come back to the beginning.

Blue links will open a web page or prompt you to email for help.

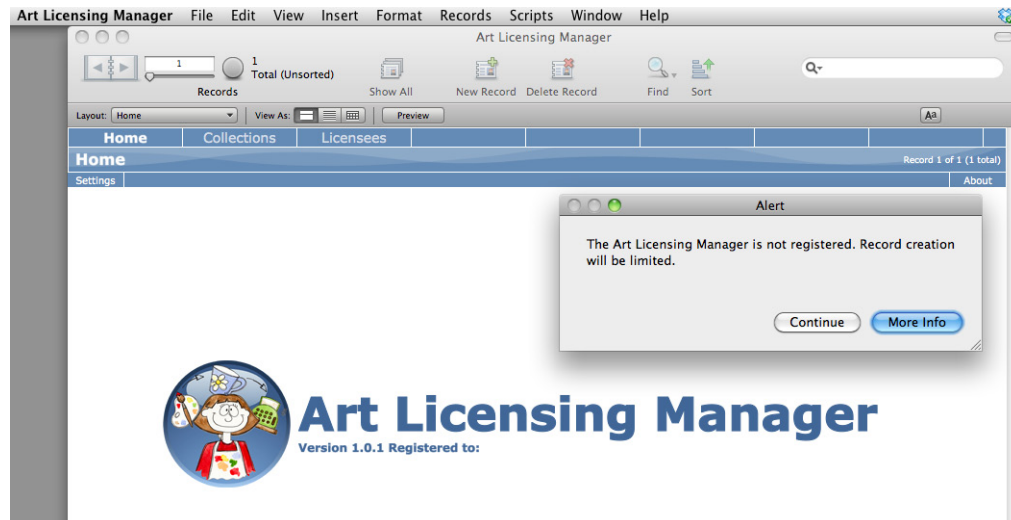
We hope this helps you understand and use the software to benefit your business!

LEGALITIES

By trying or purchasing this software, you agree to be bound by the SOFTWARE AGREEMENT.pdf and FMP Acknowledgements.pdf that were included in the trial copy documentation. If you can not locate these documents, please email info@campsoftware.com.

Trying the Demo Software

To try out the demo software, after downloading the MAC or Windows version, click on the “Art Licensing Manager” icon in the Art Licensing Manager folder to launch. You will see an alert - click “continue” to play with the demo.



The art collections and Licensees in the demo are fictitious. They were created to show you how the software works. If you choose to purchase the software, you can simply delete the sample data.

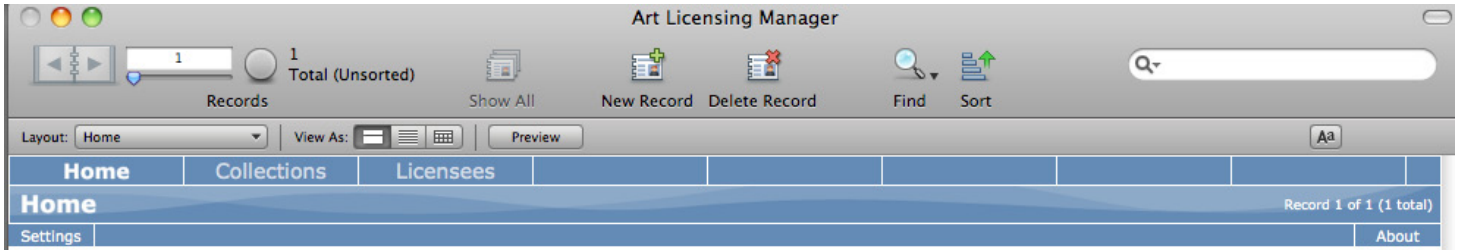
DATABASE BASICS

Tara Reed commissioned Hal at Camp Software to create a database that would allow her to keep track of vital data for her art licensing business, and be flexible enough to grow with her business. After much effort and refining, they have decided to make this solution available to others at a price well below what Tara paid to have it created.

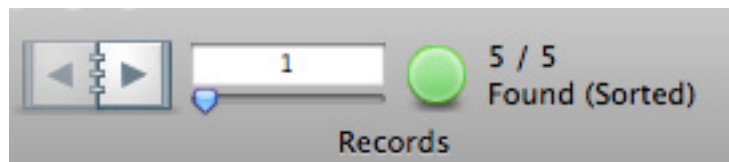
The Art Licensing Manager was created using FileMakerPro software which you can purchase through Camp Software at a discounted rate. However, if you don't need any database other than the Art Licensing Manager, you can simply purchase it and run the software without investing in FileMaker Pro as well.

This database was created based on Tara Reed's system for categorizing and coding art collections. While you can't change the headings (Category, Code, Name), you can adjust the information you put into them to correspond with your way of keeping track of art. For example, if you track individual images instead of themed sets of art like I do, you would simply call each piece a “Collection” and work from there.

The Data is divided into two categories, (Collections and Licensees) and certain data flows between the two categories. This allows you to do your data entry where ever you prefer - in the Art Collection or the Licensee data fields. The information that flows between the two are the ROYALTIES and LICENSED PRODUCTS.



At the top left of each view, you will see arrows in what looks like a spiral bound book, you can click the arrows to scroll through the records. next to that is a field with a number in it, enter the number of the record you want to go to, hit return and you will go to that record. It also gives you a tally for the number of records you have in total. If you are on a Collections page, the number will represent the number of Collections in your database. On the Licensees page, it will show you how many Licensees you have in your database.



Icons

Clicking on white arrows in blue squares will take you to the detail page for the Collection or Licensee, depending on what it is next to.

Clicking on + signs in green boxes will enter new data.

Clicking on - signs in red boxes will delete data.



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HOME PAGE

When you open the software, it always starts on the Home page and shows your Contracts and important dates - the Expiration Date and the Notification Date. Since many contracts auto renew unless one party submits, in writing, a desire to cancel the contract, these are important dates to look at and keep in mind. You don't want to get stuck in a contract for another year or two because you missed the deadline to send a letter!

Each category (Collections and Licensees) has two views: Detail or List. The List view gives you a snapshot of important information at a more overall level and the Detail views give you detailed information about each Collection or Licensee.



Let's start by looking at the Collection information since you need art before you will get Licensees. When you click on "Collections" or "Licensees" you will automatically be taken to a detail view of a Collection or Licensee. Simply click on "List" to move to the List view.

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COLLECTIONS - LIST

On the Collections List page, you will see the key information for your art Collections:

Category
Code
Name
Royalties
Products #
VAU

| Home | Collections | Licensees | | | |
|-------------|-------------|----------------|--------------|------------|---------|
| Collections | | | | | |
| Detail | List | | | | |
| Category | Code | Name | Royalties \$ | Products # | VAU |
| ▶ Floral | PFFL | Pretty Flowers | \$21,799.73 | 2 | XXX-XXX |
| ▶ Holidays | HOCH | Christmas | \$10,500.00 | 2 | |
| ▶ Misc | MSWT | Western | \$3,801.87 | 2 | XXX-XXX |
| ▶ Misc | MSDC | Decorative | \$500.00 | 1 | XXX-XXX |
| ▶ Seasonal | SEBA | Beach Art | \$1,000.00 | 2 | XXX-XXX |

As mentioned previously, this database was created based on my system for categorizing and coding art Collections. (To see my system if you are in the early phases and creating a coding system - go to [Why NOW is a good time to create a coding system for your art...](#))

While you can't change the headings (Category, Code, Name), you can adjust the information you put into them to correspond with your way of keeping track of art. For example, if you track individual images instead of themed sets of art like I do, you would simply call each piece a "Collection" and work from there.

ROYALTIES: This shows you the total of all royalties you have received from all licensees, for the art Collection.

PRODUCTS #: This shows how many licensed products there are for the art Collection.

VAU: This is the copyright registration number for the Collection.

To move from the LIST view to the DETAIL view, click on the arrow on the far left of the Collection line or click anywhere on the line, then click "Detail".

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COLLECTIONS - DETAIL

Now to get to all the details for each collection. We tried to make this as flexible as possible to allow for data and attachments related to the Collections. The information is divided into 6 categories:

- General
- Copyright
- Notes
- Attachments
- Royalties
- Licensed Products

Home
Collections
Licensees
Record 1 of 5 (5 total)

Detail
List

General

Name: **Pretty Flowers**

Category: **Floral**

Code: **PFFL**

Copyright

Submitted: **1/25/2008** Created Year: **2008**

Received: **6/10/2008** Copyright Year: **2008**


VAU: **XXX-XXX**

Notes

Backup Notes: **burned to disk #25 in safe deposit box also stored on external drive**

Attachments

Logo



Attachment

Royalties: 6 **\$21,799.73**

| Licensees | Date | Amount | Total Amount for Licensee |
|-----------------------|------------|-------------|---------------------------|
| Fabric Makers | 4/24/2009 | \$2,500.00 | \$15,500.00 |
| Kitchen Towel Company | 4/16/2009 | \$2,648.28 | \$6,299.73 |
| Fabric Makers | 1/25/2009 | \$3,000.00 | \$15,500.00 |
| Kitchen Towel Company | 1/25/2009 | \$3,251.45 | \$6,299.73 |
| Fabric Makers | 10/15/2008 | \$10,000.00 | \$15,500.00 |

Licensed Products: 2

| Name | Licensees | Status | Lic Start | Lic End | Notes | Attachment |
|------------------|-----------------------|--|-----------|-----------|--|------------|
| Fabric | Fabric Makers | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 6/2/2008 | 6/2/2011 | | |
| kitchen textiles | Kitchen Towel Company | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 9/10/2008 | 9/10/2010 | towels, aprons, potholders, floor mat, placemats | |

GENERAL: This is where you enter the Collection name, Category and Code.

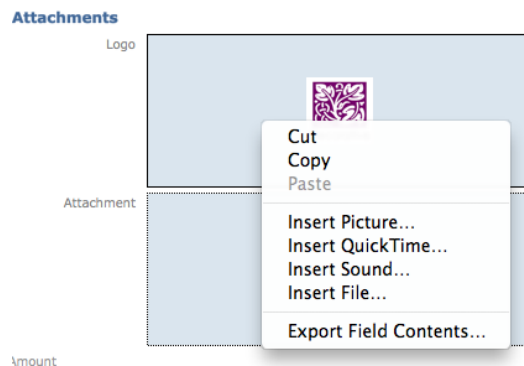
** You do need to enter some sort of CODE since this field is used to track Royalties between the Licensee and Collections data.

Remember, if you track differently, simply enter different data but be consistent and make a note somewhere for yourself about what data you are putting in each of the sections.

COPYRIGHT: It is so important to register copyrights for your work! Without registering with the Library of Congress, you can't do anything if someone infringes on your work. For that reason, I like to track the date I submitted the art, when I received the copyright document and the VAU information, as well as the year the work was created and copyrighted. (Best case - the years should be the same) There is room to enter multiple registrations in the VAU line, even if you can't enter more than one submitted / received date. This is the type of information you might put in the NOTES.

NOTES: This is a free-form to use for whatever information you want to make sure you document. I keep track of where I backup my art - I use both external drives and DVDs. Every business is a little different so this is the place to put your specific information, whatever that might be.

ATTACHMENTS: By right clicking on the Logo or Attachment fields, you can Insert a picture, QuickTime movie, Sound or other File. The level of detail and information you want to store in your database is up to you!



ROYALTIES: This is "Dual Data" - you can enter royalties received here, under the collection or if a Licensee sends you a check that covers royalties for multiple collections, it will be faster to enter it under the licensee.

In blue, you will see a number and a dollar amount next to the word Royalties. The number indicates how many royalty payments you have received for the Collection. The dollar amount indicates the total dollar amount of those royalties, from all Licensees. This is the number that appears on the LIST view for the art collection.

In the detailed section, you will see the Licensee Name, the date of the most recent payment, the amount of the most recent payment and then a running total showing you how much that specific licensee has paid you to date for that art collection.

| Royalties: 6 | | \$21,799.73 | | Total Amount for Licensee | |
|-----------------------|------------|--------------------|-------------|---------------------------|---|
| Licensees | Date | Amount | | | |
| Fabric Makers | 4/24/2009 | \$2,500.00 | \$15,500.00 | - | + |
| Kitchen Towel Company | 4/16/2009 | \$2,648.28 | \$6,299.73 | - | |
| Fabric Makers | 1/25/2009 | \$3,000.00 | \$15,500.00 | - | |
| Kitchen Towel Company | 1/25/2009 | \$3,251.45 | \$6,299.73 | - | |
| Fabric Makers | 10/15/2008 | \$10,000.00 | \$15,500.00 | - | |

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How to enter a new Royalty from the Collections Detail view

Press the green square with a + sign in it. You do have to have the Licensee in the database in order to do your data entry from this area.

A calendar pops up for you to select the date.

Royalties: 7 **\$21,799.73**

| Licensees | Date | Amount | Total Amount for Licensee | |
|--------------------|-----------|------------|---------------------------|-----|
| | 7/21/2010 | | \$0.00 | + - |
| Fabric Makers | | \$2,500.00 | \$15,500.00 | - |
| Kitchen Towel Comp | | \$2,648.28 | \$6,299.73 | - |
| Fabric Makers | | \$3,000.00 | \$15,500.00 | - |
| Kitchen Towel Comp | | \$3,251.45 | \$6,299.73 | - |

Licensed Product

| Name | Status | Lic Start |
|------------------|--|-----------|
| Fabric | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 6/2/2008 |
| kitchen textiles | <input checked="" type="checkbox"/> Exclusive | 9/10/2008 |

Calendar: July 2010

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 27 | 28 | 29 | 30 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Today: 7/21/10

If you are just starting out and the date you need to enter would be easier to type in then move through the calendar view, simply click on the field with the date to hide the calendar - the field will be blue. You can then hit the 'delete' button on your keyboard to remove the date, and manually enter the date.

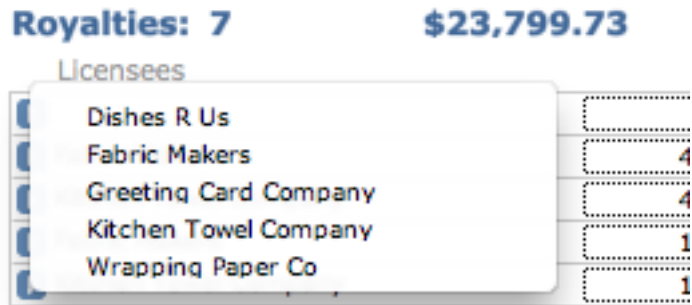
Royalties: 7 **\$21,799.73**

| Licensees | Date | Amount | Total Amount for Licensee | |
|-----------|-----------|--------|---------------------------|-----|
| | 7/21/2010 | | \$0.00 | + - |

Hitting "tab" moves you to the Amount field to add the \$ amount.

Next, click in the "Licensee" field and a list of your Licensees will pop up. Choose the correct licensee.

To "set" the data, move your cursor out of the fields and click on a white area to the right of the data entry fields. You will then see the Total Amount for Licensee will calculate and the Blue line Royalty Data will update.



LICENSED PRODUCTS: This is also a "Dual Data" section - you can enter the data under the art Collection or Licensee detail page. Here you will enter the following:

- Name
- Licensees
- Status
- Lic Start
- Lic End
- Notes
- Attachments

Licensed Products: 2

| Name | Licensees | Status | Lic Start | Lic End | Notes | Attachment |
|------------------|-----------------------|--|-----------|-----------|--|------------|
| Fabric | Fabric Makers | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 6/2/2008 | 6/2/2011 | | |
| kitchen textiles | Kitchen Towel Company | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 9/10/2008 | 9/10/2010 | towels, aprons, potholders, floor mat, placemats | |

NAME: This is where you enter the product category - either specifically or in general, depending on how detailed you want to be and how much data entry you want to do.

For example, I put "Kitchen textiles" and then use the Notes section to list each item - potholder, apron, terry towel, etc. I could do a line item for each but it seemed redundant. If I later have interest from a new Licensee, I will know to look at the notes for specifics if they want to do a towel for example, because I know "towel" might very well be under "Kitchen Textiles". But this is your database so do what makes sense to you.

LICENSEES: Click in the “Licensee” field and a list of your Licensees will pop up. Choose the correct licensee.

STATUS: Put a check in the appropriate field - is it an exclusive license, non-exclusive license or Under Review.

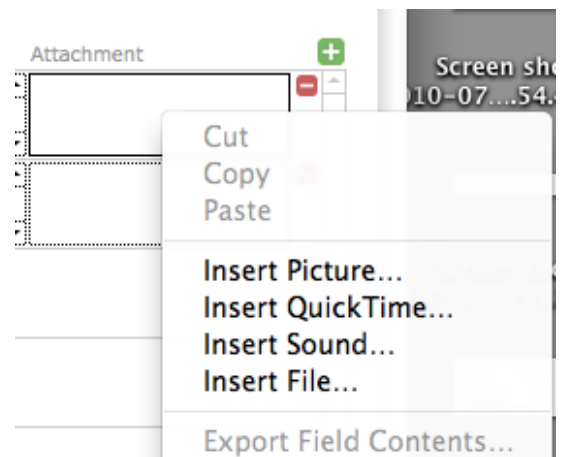
LIC START: This is the start date of the agreement regarding this art for this License.

LIC END: This is the end date for the term of the license for this art for this License.

NOTES: This is a free-form to use for whatever information you want to make sure you document. Every business is a little different so this is the place to put your specific information, whatever that might be.

ATTACHMENTS: By right clicking on the Attachment fields, you can Insert a picture, QuickTime movie, Sound or other File.

The level of detail and information you want to store in your database is up to you!



How to enter a new Licensed Product from the Collections Detail view

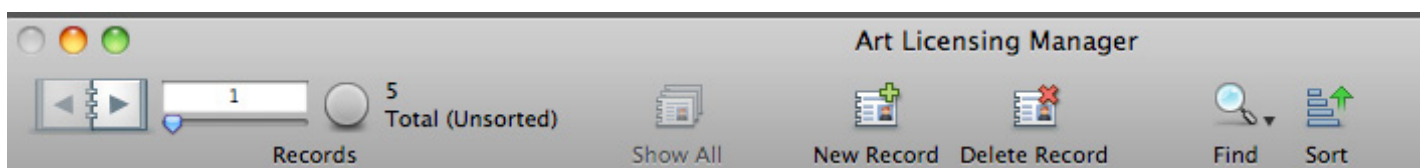
Press the green square with a + sign in it. You do have to have the Licensee in the database in order to do your data entry from this area.

The database will begin by showing you the list of Names you have used before, in case you want to enter it again. If you have never licensed a “coffee mug” for example, simply click in the field and type “coffee mug”. The next time you add a new Licensed Product, it will be on the pop-up list. This feature is to save you time, as time doing data entry is time away from creating art.

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ADD A NEW COLLECTION

To add a new art Collection, go to the top tool bar and click “New Record” and enter your data.



LICENSEES - LIST

On the Licensees List page, you will see a summary of the key information for your Licensees:

Company
Royalties
Products
First Royalty

| Home | | Collections | Licensees | | | | |
|--------------------------|-----------------------|--------------|------------|---------------|--|--|-------------------------|
| Licensees | | | | | | | Record 5 of 5 (5 total) |
| Detail | List | | | | | | |
| Company | | Royalties \$ | Products # | First Royalty | | | |
| <input type="checkbox"/> | Kitchen Towel Company | \$6,299.73 | 1 | 9/20/2008 | | | |
| <input type="checkbox"/> | Dishes R Us | \$500.00 | 1 | 2/25/2010 | | | |
| <input type="checkbox"/> | Greeting Card Company | \$10,600.00 | 2 | 6/1/2010 | | | |
| <input type="checkbox"/> | Fabric Makers | \$18,701.87 | 2 | 10/15/2008 | | | |
| <input type="checkbox"/> | Wrapping Paper Co | \$1,500.00 | 3 | 12/20/2009 | | | |

COMPANY: This is the name of the Licensee.

ROYALTIES: This is the total amount of royalties they have paid you, across all art Collections, to date.

PRODUCTS: This number represents the number of Licensed Products and is generated from the quantity of Licensed Products entered. So if you use my method of saying Kitchen Textiles and then putting each individual one in the notes, this number won't represent actual SKUs but types of products.

FIRST ROYALTY: This is the first date a royalty was received from this Licensee. This is important in comparing the dollar volumes - someone you've been working with longer will hopefully have paid you much more than a new Licensee.

To move from the LIST view to the DETAIL view, click on the arrow on the far left of the Licensee line or click anywhere on the line, then click "Detail".

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LICENSEES - DETAIL

We again tried to make this as flexible as possible to allow for data and notes related to Licensees. The information is divided into 4 categories:

- General
- Royalties
- Contracts
- Licensed Products

| | | | | | | | |
|-------------------------|-------------|------------------|--|--|--|--|--|
| Home | Collections | Licensees | | | | | |
| Licensees | | | | | | | |
| Record 5 of 5 (5 total) | | | | | | | |
| Detail | List | | | | | | |

General

| | |
|--|---|
| Company Wrapping Paper Co First Name Todd Last Name Jones Street 91 Spruce St City Treeville State MO Zip Office Phone Cell Phone Fax | Note: <div style="border: 1px solid #ccc; height: 100px; width: 100%;"></div> |
|--|---|

| <p>Royalties: 4 \$1,500.00</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Collection</th> <th>Date</th> <th>Amount</th> <th>Total Amount for Collection</th> </tr> </thead> <tbody> <tr> <td></td> <td>7/16/2010</td> <td></td> <td style="text-align: right;">\$0.00</td> </tr> <tr> <td>▶ HOCH</td> <td>6/10/2010</td> <td style="text-align: right;">\$500.00</td> <td style="text-align: right;">\$10,500.00</td> </tr> <tr> <td>▶ SEBA</td> <td>12/20/2009</td> <td style="text-align: right;">\$500.00</td> <td style="text-align: right;">\$1,000.00</td> </tr> <tr> <td>▶ MSDC</td> <td>12/20/2009</td> <td style="text-align: right;">\$500.00</td> <td style="text-align: right;">\$500.00</td> </tr> </tbody> </table> | Collection | Date | Amount | Total Amount for Collection | | 7/16/2010 | | \$0.00 | ▶ HOCH | 6/10/2010 | \$500.00 | \$10,500.00 | ▶ SEBA | 12/20/2009 | \$500.00 | \$1,000.00 | ▶ MSDC | 12/20/2009 | \$500.00 | \$500.00 | <p>Contracts: 1</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Date</th> <th>Term</th> <th>Notification Renewal</th> <th>Royalty Rate</th> <th>Note</th> </tr> </thead> <tbody> <tr> <td>12/10/2009</td> <td>2 Years</td> <td>10/10/2011 12/10/2011</td> <td>5% / 3% mass</td> <td>auto-renews unless written notice given</td> </tr> </tbody> </table> | Date | Term | Notification Renewal | Royalty Rate | Note | 12/10/2009 | 2 Years | 10/10/2011 12/10/2011 | 5% / 3% mass | auto-renews unless written notice given |
|---|------------|--------------------------|-----------------------------|---|--|-----------|--|--------|--------|-----------|----------|-------------|--------|------------|----------|------------|--------|------------|----------|----------|---|------|------|----------------------|--------------|------|------------|---------|--------------------------|--------------|---|
| Collection | Date | Amount | Total Amount for Collection | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 7/16/2010 | | \$0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ▶ HOCH | 6/10/2010 | \$500.00 | \$10,500.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ▶ SEBA | 12/20/2009 | \$500.00 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ▶ MSDC | 12/20/2009 | \$500.00 | \$500.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Date | Term | Notification Renewal | Royalty Rate | Note | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12/10/2009 | 2 Years | 10/10/2011 12/10/2011 | 5% / 3% mass | auto-renews unless written notice given | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Licensed Products: 3

| Name | Collection | Status | Lic Start | Lic End | Notes | Attachment |
|-----------|------------|--|------------|------------|---|------------|
| Gift Wrap | ▶ SEBA | <input type="checkbox"/> Exclusive <input checked="" type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 12/10/2009 | 12/10/2011 | for fundraising category only - ok to license into traditional channels | |
| Gift Wrap | ▶ MSDC | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 12/10/2009 | 12/10/2011 | traditional distribution - pattern #206 | |
| Gift Wrap | ▶ HOCH | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 6/1/2010 | 6/1/2012 | designs #214 & 202 for rolled gift wrap | |

GENERAL: Most of this is self explanatory - mailing and contact information. Use the "Note" section for things that might be out of the ordinary. Maybe the company changes names, acquires other companies you have worked with, etc. I put this sort of information here - so I can figure out why royalties went way up for example and another company stopped paying them. Maybe the one bought the other and all royalties are now through the parent company. You never know what will happen so we want to give you places to keep things straight in your data.

ROYALTIES: This is more “Dual Data” - you can enter royalties received here or under the Collection detail view. If a Licensee sends you a check that covers royalties for multiple collections, it is faster to enter it here.

In blue, you will see a number and a dollar amount next to the word Royalties. The number indicates how many royalty payments you have received from the Licensee. The dollar amount indicates the total dollar amount paid by this Licensee, for all art Collections. This is the number that appears on the LIST view for the Licensee.

In the detailed section, you will see the Collection Code, the date of the most recent payment, the amount of the most recent payment and then a running total showing how much the Licensee has paid you to date for that art Collection.

Royalties: 5 **\$1,500.00** Total Amount for Collection **+**

| Collection | Date | Amount | Total Amount for Collection |
|------------|------------|----------|-----------------------------|
| HOCH | 7/21/2010 | | \$0.00 |
| MSDC | 7/16/2010 | | \$0.00 |
| MSWT | 6/10/2010 | \$500.00 | \$10,500.00 |
| PFFL | 12/20/2009 | \$500.00 | \$1,000.00 |
| SEBA | 12/20/2009 | \$500.00 | \$500.00 |

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How to enter a new Royalty from the Licensee Detail view

Press the green square with a + sign in it. You have to have the art Collection Code in the database in order to do your data entry from this area.

A calendar pops up for you to select the date. If you are just starting out and the date you need to enter would be easier to type in then move through the calendar view, simply click on the field with the date to hide the calendar - the field will be blue. You can then hit the 'delete' button on your keyboard to remove the date, and manually enter the date.

Hitting “tab” moves you to the Amount field to add the \$ amount.

Next click in the “Collection” field and a list of your Collection Codes will pop up. Choose the correct Code.

To “set” the data, move your cursor out of the fields and click on a white area to the right of the data entry fields. You will then see the Total Amount for Collection will calculate and the Blue line Royalty Data will update.

CONTRACTS: Keeping track of contracts is vital to the success of your art licensing business. Many licensees will have an overall contract agreement, which you will then add to as they license new art. Track all of these under “Contracts”. Click on the green + sign to enter a new contract then enter the data from your contract. There is a place for any royalty or general notes as well.

LICENSED PRODUCTS: This is also a “Dual Data” section - you can enter the data under the art Collection or Licensee detail page. Here you will enter the following:

- Name
- Collection
- Status
- Lic Start
- Lic End
- Notes
- Attachments

Licensed Products: 3

| Name | Collection | Status | Lic Start | Lic End | Notes | Attachment |
|-----------|------------|--|------------|------------|---|------------|
| Gift Wrap | SEBA | <input type="checkbox"/> Exclusive <input checked="" type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 12/10/2009 | 12/10/2011 | for fundraising category only - ok to license into traditional channels | |
| Gift Wrap | MSDC | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 12/10/2009 | 12/10/2011 | traditional distribution - pattern #206 | |
| Gift Wrap | HOCH | <input checked="" type="checkbox"/> Exclusive <input type="checkbox"/> Non-Exclusive <input type="checkbox"/> Under Review | 6/1/2010 | 6/1/2012 | designs #214 & 202 for rolled gift wrap | |

NAME: This is where you enter the product category - either specifically or in general, depending on how detailed you want to be and how much data entry you want to do. For example, I put “Kitchen textiles” and then use the Notes section to list each item - potholder, apron, terry towel, etc. I could do a line item for each but it seemed redundant. If I later have interest from a new Licensee, I will know to look at the notes for specifics if they want to do a towel for example, because I know “towel” might very well be under “Kitchen Textiles”. But this is your database so do what makes sense to you.

COLLECTION: Click in the “Collection” field and a list of your Collection Codes will pop up. Choose the correct code.

STATUS: Put a check in the appropriate field - is it an exclusive license, non-exclusive license or Under Review.

LIC START: This is the start date of the agreement regarding this art for this License.

LIC END: This is the end date for the term of the license for this art for this License.

NOTES: This is a free-form to use for whatever information you want to make sure you document. Every business is a little different so this is the place to put your specific information, whatever that might be.

ATTACHMENTS: By right clicking on the Attachment fields, you can Insert a picture, QuickTime movie, Sound or other File. The level of detail and information you want to store in your database is up to you!

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How to enter a new Licensed Product from the Licensee Detail view

Press the green square with a + sign in it. You have to have the Collection Code in the database in order to do your data entry from this area.

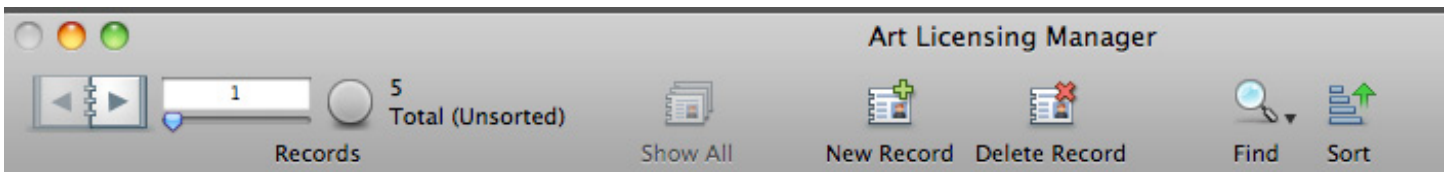
The database will begin by showing you the list of Names you have used before, in case you want to enter it again.

If you have never licensed a “coffee mug” for example, simply click in the field and type “coffee mug”. The next time you add a new Licensed Product, it will be on the pop-up list. This feature is to save you time, as time doing data entry is time away from creating art.



ADD A NEW LICENSEE

To add a new Licensee, go to the top tool bar and click “New Record” and enter your data.



HOW TO SORT YOUR DATA

When you are in the Collection or Licensee List view, you can sort your data by clicking on the heading of any column.

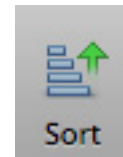
If the column has text, it will automatically put it in alphabetical order.

If the column has numeric data (like \$ volumes or number of products, for example) it will sort from lowest to highest.

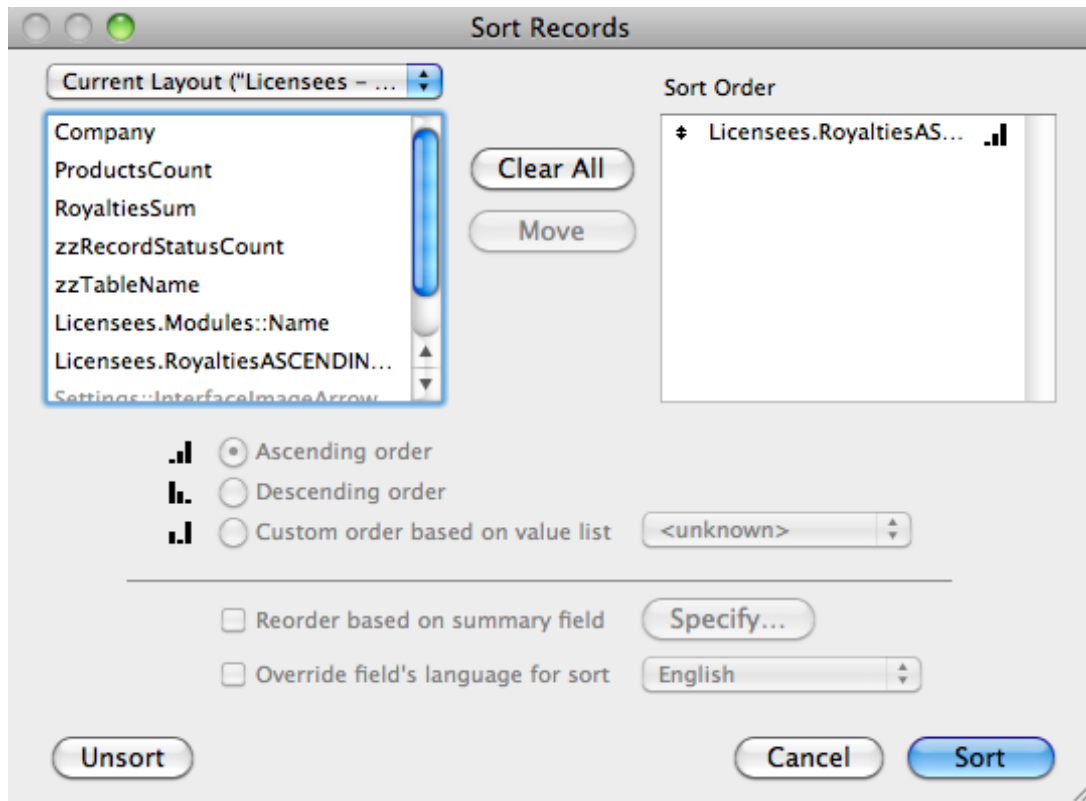
| Home Collections Licensees | | | | |
|---|--------------|------------|---------------|--|
| Licensees | | | | |
| Record 5 of 5 (5 t | | | | |
| Detail | List | | | |
| Company | Royalties \$ | Products # | First Royalty | |
| <input checked="" type="checkbox"/> Kitchen Towel Company | \$6,299.73 | 1 | 9/20/2008 | |
| <input checked="" type="checkbox"/> Dishes R Us | \$500.00 | 1 | 2/25/2010 | |
| <input checked="" type="checkbox"/> Greeting Card Company | \$10,000.00 | 2 | 6/1/2010 | |

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For more sorting options, click on the "Sort" icon on the top toolbar.



That will open a window where you can choose the various columns and decide if you want the data to sort in ascending or descending order, etc. The beauty of a database is the ability to sort and analyze your data from many different perspectives.



Those are the Basics!

Those are the many data fields and connections that make the Art Licensing Manager a great addition to any art licensing business. You no longer have to rely on memory or look for information in many different places - keep things organized so you can focus on creating art and building your business.

More detailed documentation regarding the use of FileMaker Pro databases may be available at www.campsoftware.com

disclosures: This product was created by Camp Software and commissioned by Tara Reed. It is owned and sold through Camp Software and Tara Reed receives a commission for each purchase.

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