

# **Pitfalls in Negotiating and Drafting Exclusive Licensing Deals: Lessons from Macy's Dispute with JcPenneys over the Martha Stewart Product Line**

Entering into an exclusive licensing deal can be a business decision that you may live to regret, as the Silicon Valley IP Licensing Law Blog explored in the case of the dispute between Macy's and JcPenneys over the Martha Stewart product line in the link below:

<http://www.siliconvalleyiplicensinglaw.com/pitfalls-in-negotiating-and-drafting-exclusive-licensing-deals-lessons-from-macys-dispute-with-jcpenneys-over-its-martha-stewart-product-line/>

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## **Is Your Business Infringing on the Intellectual Property in Other Companies' Logos?**

If you have third party logos posted on your website, have you ever considered whether or not you are infringing on the third party's intellectual property rights by displaying those logos on your site? If not, perhaps this is something you should

consider, as the Silicon Valley IP Licensing Blog explains in the following blog post link:

**<http://www.siliconvalleyiplicensinglaw.com/is-your-business-in-fringing-on-the-intellectual-property-in-other-companies-logos/>**