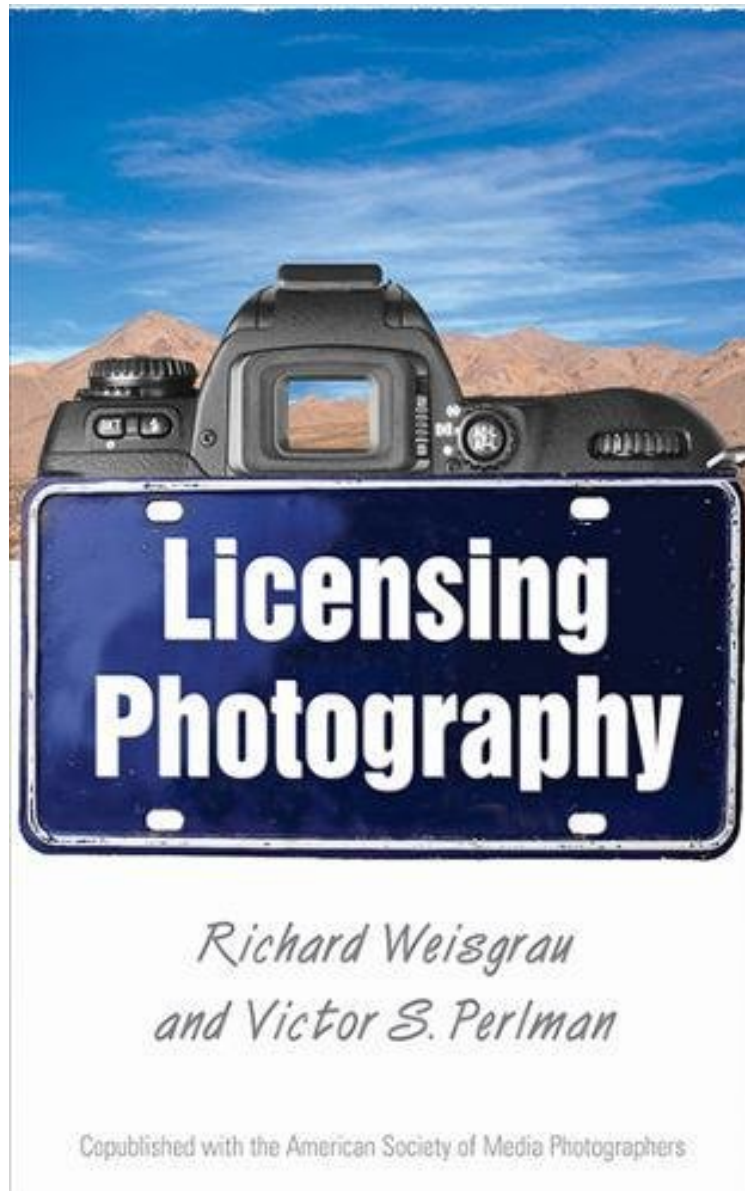


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Licensing Photography

Victor Perlman, Richard Weisgrau
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Victor Perlman, Richard Weisgrau : Licensing Photography before purchasing it in order to gauge whether or not it would be worth my time, and all praised Licensing Photography:

0 of 0 people found the following review helpful. Great resource for professional photographers or those aspiring to be pros. By Neriah I've been intrigued to know more about licensing because the resources out there are very limited, specifically when it comes to photography. This book really gave me insight on how to license correctly, negotiating

terms and a source to resources that I may need for future reference. I recommend this to any photographer looking to take their craft seriously or those who already do. 0 of 0 people found the following review helpful. Five Stars By Mark D. I must read for professionals. 7 of 8 people found the following review helpful. Good Primer on Copyright, Usage Terms and Forms By CMOSI could write a lot of detail into this review but instead I can sum it up quite simply: this book is an abbreviated version of all of the important legal issues discussed in the ASMP guide, but is an easier read and less expensive (if a little short on content). Namely: copyright, licensing / usage, release forms, etc. If you are not likely to find or make the time to go through the entire ASMP guide (which is rather dry in spots), this is a good alternative. This book that can help you to make smart licensing decisions, by helping you to better understand your rights as a photographer, rights you grant to others, model releases and pricing. However as with any book or web site, all pricing advice should be taken with a grain of salt: there are no magic formulas. Certainly none worth paying for the privilege of seeing (see also: D65)! Ultimately it has been my experience that -especially in down markets- many of the sites and books that offer up "standard pricing estimates" for stock and editorial markets, are way off the mark in their expectations. The only way to find a good pricing scheme is to get a feel for what other businesses and individuals in YOUR market will pay for, and constantly adapt it to market conditions. Someone in a boom economy might be thrilled to pay you \$450 per shot for a series of assignment-based stock-style images, and in a down market wouldn't pay you \$250 per. So take the generalized tips and apply them to your own situation. But for the rest of the book (copyright, licensing language, etc) - it's very good.

Today, photographers can make every image pay and pay again by controlling and pricing the rights to their work. In *Licensing Photography*, a veteran photographer and a respected attorney team up to present the complex subject of licensing of clear, understandable terms. With this step-by-step guide, readers will be able to forge successful, legally sound, and profitable agreements. Digital imaging and Internet technology mean the market for licensing is bigger than ever and *Licensing Photography* helps every photographer get a piece of the pie. All the tools a photographer needs to craft licensing agreements, price licenses, and negotiate fees. Real-life examples, sample agreements, QA section, plus legal advice in layman's terms. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the Author Richard Weisgrau, a professional photographer, operated one of Philadelphia's largest commercial photography studios for over fifteen years. He then served as executive director of ASMP (American Society of Media Photographers). He has negotiated within a continuum from the small services contract to major industry agreements and political deals. He has taught the subject nationwide and has published numerous books on the business side of photography, including *The Real Business of Photography*, *The Photographers Guide to Negotiating*, and *Licensing Photography*. He lives in Narbeth, Pennsylvania.