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**Pryor Cashman's Castelly Discusses Licensing In  
November 2008 Issue Of Black Enterprise**

The November 2008 issue of *Black Enterprise* features an article entitled "Creative License" about the importance of licensing deals to small businesses and other companies. Pryor Cashman's Nia Castelly, who was interviewed for the article, discussed the importance of having an attorney review any licensing agreement prior to signing it.

As Castelly told *Black Enterprise*: "Licensing can give a small business the leverage of a larger, stronger brand. However, signing the wrong deal can be risky and may not automatically translate into financial gain for the licensee. The right lawyer can help protect your company and ensure that your licensing deal is as financially beneficial to your business as possible. Consult an attorney who has experience protecting intellectual property rights, defending against infringement claims, and negotiating intellectual property transactions."

To read the article, please [click here](#).