

Craft Region × Brand Pre-Collaboration Checklist

17 checkpoints on pricing, IP, production, credit and exit terms

Use this sheet when a collaboration is first proposed — whether you represent the production region or the brand. Work through these 17 points before any technique, drawing, or mould is shared. This is not a substitute for a contract; for individual clauses and IP questions, confirm with a lawyer or patent attorney.

PROJECT _____

PARTNER _____

DATE _____

01 PURPOSE & ROLES

- ☐ Has the purpose of the collaboration and how success will be measured been agreed?
- ☐ Is each party's contractual role clear — region, workshop, artisan, brand, designer, intermediary?

02 COST & PROTOTYPING

- ☐ Are planning, prototyping, supervision, production, photography and PR costs itemised separately?
- ☐ Is it agreed who covers prototyping costs, how many revisions are included, and how costs are settled if the project is cancelled?

03 INTELLECTUAL PROPERTY

- ☐ Are techniques, drawings, moulds, processing conditions and names held before the collaboration clearly separated from new material?
- ☐ Is the treatment of new shapes, patterns, improved techniques, photography, film and text created through the collaboration clearly defined?
- ☐ Is it specified whether rights are being assigned outright or licensed?
- ☐ Are the permitted products, territories, term, media, right to modify, sub-licensing and exclusivity clearly set out?

04 PRODUCTION & QUALITY

- ☐ Have minimum order quantity, lead time, production capacity and continuity of materials been confirmed?
- ☐ Is there agreement on handmade variation, inspection standards, and how defects, repairs and returns are handled?

05 PRICING & PAYMENT

- ☐ Are retail price, wholesale price, royalty rate, any minimum guarantee, and payment timing clearly defined?

06 CREDIT & PUBLICITY

- ☐ Is it decided where and how prominently the workshop, artisan and region names will be credited?
- ☐ Has it been confirmed whether the workshop or artisan may publicise the project on their own site or social channels?

07 AFTER THE CONTRACT ENDS

- ☐ Is it agreed who owns and stores moulds, drawings, data, prototypes and surplus material?
- ☐ Are post-termination terms for remaining inventory, re-production, repairs and use of publicity assets clearly time-bound?

08 CROSS-BORDER & EXPERT REVIEW

- ☐ For international agreements, are contract language, governing law, jurisdiction, currency, tax, shipping and insurance addressed?
- ☐ Can a lawyer, patent attorney or tax advisor be consulted on the points that call for their expertise?

HOW TO USE THIS SHEET

Weighting every term in the region's favour does not, on its own, make for a good collaboration. Weigh this checklist against the risks the brand carries too — development cost, inventory, distribution, advertising, quality assurance — and match who takes on which risk to who retains which rights and returns.