

Licensing Intangibles

Themes

Use

Marketing

Consumer

Wholesale sales

Presumption

Non-marketing

Use

Approximation

Billing Address

Commercial Domicile

Hierarchy

Use

Approximations

Billing Address

Throwout

States

Alabama

p. 4

MTC

Used in the state

Marketing consumer

California pp. 20-25

Marketing Ultimate consumer

Approximation

Wholesale purchaser Population

Non-marketing Use

Approximation

Billing Address

Mixed Presumed Marketing

Iowa p. 61

Business activity

Commercial Domicile

Maine p. 64

Use

Apportioned

Gov't greater portion of income producing

Massachusetts pp. 94-98

Use

Marketing

Consumers

Population

Wholesale

Production

Use in Mass

Commercial domicile principal place of business of licensee

Mixed

Presumption of marketing

Michigan p.108
Use by purchaser
 AppORTIONED
 Throwout

Ohio p. 117
Use

Oklahoma p. 118
Throwout

Utah pp. 122, 131
Use
 AppORTIONED
 Throwout

Washington pp. 133, 148
Use
 AppORTIONED
 Primary use
 Negotiated
Marketing
 Consumer?
Non-marketing
 Location of use
Mixed
 Marketing presumed

Wisconsin

p 154

Any of Use apportioned, Billing Address in state, Commercial Domicile