

B U S I N E S S P O W E R

CREATING NEW WEALTH FROM IP ASSETS

ROBERT SHEARER

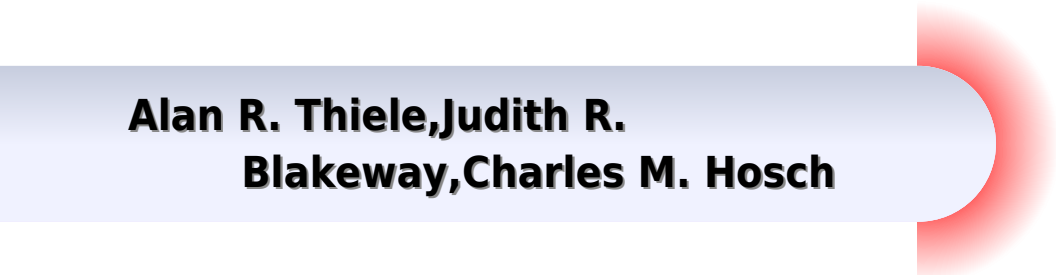
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NATIONAL KNOWLEDGE & INTELLECTUAL
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FOREWORD BY THE HONORABLE ROBERT C. CRESANTI
UNDER SECRETARY OF COMMERCE FOR TECHNOLOGY
U.S. DEPARTMENT OF COMMERCE

Business Power Creating New Wealth From Ip Assets

**Alan R. Thiele, Judith R.
Blakeway, Charles M. Hosch**



Business Power Creating New Wealth From Ip Assets:

Business Power Robert Shearer, 2007-05-23 Praise for *Business Power Creating New Wealth from IP Assets* *Business Power* is an essential handbook for every business leader Creating and growing IP is a critical element of innovation and accelerates the transformation of knowledge to market value *Business Power* provides a step by step approach to value creation Dr Martin Fleming Vice President Corporate Strategy IBM Corporation It is difficult to overstate the importance of effectively managing intellectual property assets in the current and future global business landscape This book gathers together a unique collection of thought leaders on every aspect of intellectual property management Whether you are interested in brand management human capital management patent portfolio management trade secret management or anything in between and whether you are an interested observer of business or a CEO of a Fortune 500 company you will gain something from this book Anthony Breitzman PhD Principal and Director of Research 1790 Capital Management LLC *Business Power* provides valuable strategic and tactical knowledge about IP and its role in corporate performance The book presents a unique collection of views about creating and sustaining competitive performance and increasing value in a global economy A must read for business leaders and lawyers alike William C Foote Chairman of the Board and Chief Executive Officer USG Corporation *From Assets to Profits* Bruce Berman, 2008-12-03 Edited by IP communications expert Bruce Berman and with contributions from the top names in IP management investment and consulting *From Assets to Profits Competing for IP Value and Return* provides a real world look at patents copyrights and trademarks how intellectual property assets work and the subtle and not so subtle ways in which they are used for competitive advantage Authoritative and insightful *From Assets to Profits* reveals the most relevant ways to generate return on innovation with advice and essential guidance from battle tested IP pros **Research Handbook on Intellectual Property Licensing** Jacques de Werra, 2013-01-01 Transactions involving intellectual property whether by way of out and out assignment or by one of the myriad variants of licensing which are possible are really really important they help the world of business go round But such transactions can be complex with things like national rules preventing alienation getting in the way of bargains people wish to make So it is quite astonishing how sparse the literature on the subject is particularly literature taking a comparative view This book is perhaps the very first of its kind taking as it does perspectives from the major legal systems of the world Moreover its distinguished authors have not written in a technical or abstruse way as academics and some judges can all too easily do Far from it This book is readable and anyone concerned with intellectual property licensing should read it and will find it a pleasure to do so They will also learn a lot about some of the pitfalls and bear traps to be found around the world At UCL we have recognised the importance of this subject This book will be on our students reading list The Rt Hon Sir Robin Jacob UCL Faculty of Laws UK IP licensing underpins the information economy This impressive book brings together leading academic lawyers and practitioners from a range of key jurisdictions to explore a number of major current issues The book is

both thoughtful and practical and it is not afraid to call for greater harmonization of IP licensing law It is a must have for all those involved in the field Simon Stokes Blake Laphorn This Research Handbook provides a valuable mix of practical and theoretical perspectives on IP licensing and will serve as a reference resource for scholars and practitioners in this field of study Francesco Parisi University of Minnesota US and University of Bologna Italy The Handbook brings together a unique collection of world renowned experts providing detailed discussion in every chapter The brilliance of this collective work is found in its broad two dimensional focus beyond patents to all key IP assets on the one hand and country specific discussion for key regions around the world on the other Whether read cover to cover as a compilation of current best practice or used as a true reference guide the Research Handbook on Intellectual Property Licensing is a must have for anyone seeking to capture value from intangible assets From the foreword by James E Malackowski The Research Handbook on Intellectual Property Licensing explores the complexities of intellectual property licensing law from a comparative perspective through the opinions of leading experts This major research tool analyses the features of specific types of licensing agreements and also addresses other practical issues which apply across different types of licensing transactions such as the treatment of licensing in bankruptcy and the use of arbitration for solving licensing disputes The Handbook ultimately provides a scholarly contribution to the development of global intellectual property licensing policies Including transversal and comparative analysis this Handbook will appeal to intellectual property licensing practitioners lawyers and intellectual property and contract law academics

The Patent Infringement Litigation Handbook Alan R. Thiele, Judith R. Blakeway, Charles M. Hosch, 2010 This practical book provides a well considered plan for invention protection and management that can be used effectively to avoid expensive time consuming and sometimes company killing patent infringement litigation However because not all patent infringement litigation can be avoided the second part of this important book explains how to manage patent infringement litigation should it become necessary

Intellectual Property Law for Engineers, Scientists, and Entrepreneurs Howard B. Rockman, 2020-01-22 Fully revised new edition that completely covers intellectual property law and many related issues for engineers scientists and entrepreneurs This book informs engineering and science students technology professionals and entrepreneurs about the intellectual property laws that are important in their careers It covers all of the major areas of intellectual property development and protection in non legalistic terms that are understandable to technology and science professionals New material includes a comprehensive discussion on the American Invents Act AIA coverage of many new high profile topics such as patent protection the mobile communications industry and a new chapter on The Future of Technology Engineering and Intellectual Property Now in its second edition *Intellectual Property Law for Engineers Scientists and Entrepreneurs* enables inventors and creators to efficiently interface with an intellectual property attorney in order to obtain the maximum protection for their invention or creation and to take steps to ensure that that invention or creation does not infringe upon the intellectual property rights of others It includes patent trade secret mask

work and cybersquatting legal and procedural principles The book also shows readers how to properly use new vehicles of intellectual property protection for novel software biotech and business method inventions Additionally it examines trademark protection for domain names and other ancillary matters that fall within the genre of intellectual property protection This informative text Covers all of the major areas of intellectual property development and protection in clear layman s terms so as to be easily understood by technology and science professionals Provides detailed outlines of patent trademark copyright and unfair competition laws Offers essays on famous and noteworthy inventors and their inventions and features a copy of the first page of patents resulting from these inventors efforts Covers many new high profile cases covering patent protection within the mobile communications industry Intellectual Property Law for Engineers Scientists and Entrepreneurs Second Edition is an excellent text for graduate and undergraduate engineering students as well as professionals and those starting a new technology business who need to know all the laws concerning their inventions and creations

Innovation and IPRs in China and India Kung-Chung Liu,Uday S. Racherla,2016-05-19 This book examines the two most populous nations on earth India and China in an effort to demystify the interaction between intellectual property rights IPR regimes innovation and economic growth by critically looking at the economic and legal realities In addition it analyzes the question of how innovation can best be transformed into IPR and how IPR can best be exploited to encourage innovation Comparing and contrasting these two giant nations can be highly beneficial as China and India were the two fastest growing economies in the last three decades and together their populations make up one third of the world s total population as such exploring how to sustain their growth via innovation and commercialization of IPR could have a tremendous positive impact on global well being While a study of these two mega countries with such diverse dimensions and magnitudes can never be truly comprehensive this joint effort by scholars from law business management and economics disciplines that pursues an empirical approach makes a valuable contribution Divided into three parts the first offers an in depth doctrinal and empirical analysis The second part exclusively focuses on India while the last is dedicated to China

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Intellectual Property Strategies for the 21st Century Corporation Lanning G. Bryer,Scott J.

Lebson, Matthew D. Asbell, 2011-03-29 A practical approach to the modern management of intellectual property The world has changed significantly in the past decade resulting in new behavior and practice related to the ownership and management of intellectual property This book helps executives attorneys accountants managers owners and others understand the legal technological economic and cultural changes that have affected IP ownership and management It provides case studies practical examples and advice from seasoned and enduring professionals who have adopted new and streamlined methods and practices whether as in house or outside counsel or service providers Provides a practical yet global approach to corporate IP management Serves as a resource for in house and outside counsel executives managers accountants consultants and others at mid size and large corporations Helps professionals navigate the numerous new challenges that have changed the ways in which intellectual property is obtained and managed Details the latest trends in valuation exploitation and protection of intellectual property Extensive coverage of the legal financial accounting and general business aspects of intellectual property The combined expertise of lawyers accountants economists and other business professionals Timely and relevant in view of the global economic recession amidst rampant technological development this book offers new solutions practices policies and strategies as a result of changes in economies and markets laws globalization environment and public perception Proceedings of the 10th International Conference on Intellectual

Capital, knowledge Management and Organisational Learning Dr Annie Green, 2013-01-09 **Intellectual Property Assets in Mergers and Acquisitions** Lanning G. Bryer, Melvin Simensky, 2002-10-01 An up to date and in depth examination of intellectual property issues in mergers and acquisitions In mergers and acquisitions intellectual property assets can be especially difficult to accurately value most notably in rapidly evolving high tech industries Understanding the factors that create value in intellectual property assets and the part such assets play in both domestic and international mergers is vitally important to anyone involved in the merger and acquisition process This book provides an overview of the intellectual property landscape in mergers and acquisitions and thoroughly covers important topics from financial and accounting concerns to due diligence and transfer issues Bringing together some of the leading economists valuation experts lawyers and accountants in the area of intellectual property this helpful guide acts as an advisor to business professionals and their counsel who need answers for intellectual property questions The valuation methods presented here are simple and don't require a background in finance Whether you're a manager or executive an accountant or an appraiser Intellectual Property Assets in Mergers and Acquisitions offers all the expert help you need to better understand the issues and the risks in intellectual property assets in mergers and acquisitions

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