

READ ONLINE INTELLECTUAL PROPERTY AND BUSINESS THE POWER OF INTANGIBLE ASSETS

Intellectual Property and Business

Intellectual Property (IP) is one of the most vital assets for any business organization. It is a domain not restricted to lawyers alone; it is a crucial area of concern for business organizations, managers, and corporate leaders. Intellectual Property and Business demonstrates how companies can deploy their IP not just as legal instruments but also as dominant and powerful financial assets, and as useful arsenal that can boost their business. The book aims to provide a basic understanding of various forms of IP that business organizations need to protect, and to analyze and understand IP management and strategy through case studies. It highlights these aspects of IP management through the lens of both a lawyer and a business manager.

Valuation of Intellectual Property and Intangible Assets

Describes major aspects of intellectual property such as types and definition along with examples of its exploitation, techniques for determining remaining economic life and a review of current legal events affecting intellectual property. This edition contains updated information on trends in court decisions that make patents and trademarks more valuable than ever before, royalty rate decision factors, even more detailed authentic examples, scores of illustrative charts and graphs and easy-to-use checklists. Supplemented annually.

Banking on IP?

This book will be a useful resource for those studying or teaching the management of IP. . . a welcome addition on the reading list for all good IP management courses. Duncan Bucknell, *Journal of Intellectual Property Law and Practice* This book brings together innovative contributions on the management of intellectual property (IP) and intellectual property rights by an esteemed and multi-disciplinary group of economists, management scientists, accountants and lawyers. Offering a broad and enlightening picture of the measurement and management of IP, the contributors argue that the shift towards a knowledge-based economy has increased the importance of IP and more generally, intangible assets, as a focus for company decision-making behaviour. The book explores these intangible assets, which are driven by investments in R&D, marketing, education and training, management information systems and organizational structure. The inherent risk in the development of such assets born from the involvement of creativity and innovation is also discussed. The Management of Intellectual Property should prove of use to both students of management and managers in the field who have to make decisions with regard to investments in, and the protection of, IP and other intangible assets.

The Management of Intellectual Property

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

Business Power

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.

Intellectual Property Assets in Mergers and Acquisitions

Doctoral Thesis / Dissertation from the year 2011 in the subject Business economics - Personnel and Organisation, University of Cassino (Department of Enterprises Environment and Management), course: Business Management , language: English, abstract: In developing a modern enterprise special role was played by technological progress with the continuous and systematic effort to adapt to the foreground processes, production processes and their individual operations of the business. The production of goods with a strong \"innovative power\" and the invention of processes and tools to increase the efficiency of other inputs used are required to carry out activities in the fields of basic research, applied research and the design or development. The most immediately obvious application of the results of these types of industry research has focused on increasing the productivity of human labor and the simultaneous improvement in profitability management, become progressively more significant as and that the processes, phases and individual pieces of work have been reworked so as to allow the application of new scientific knowledge. A further consequence was the emergence of division of labor was progressively accentuated as they has been able to find specialized instruments - derived from the breakdown of manufacturing operations - which could be traced in the context of specific organizational roles. The scientific and technical progress has also been a substantial influence on company size and the structure of operating costs, in particular, the gradual adoption by businesses of more and more mechanized production processes led to the replacement of many variable costs with fixed costs, reconnect them to services provided by fixed assets and other services in proportion to the size of the plant, not just the volume of the product actually manufactured in a certain period of time. It has also been authoritatively stated that, currently, the power in society and a growing tendency for companies to join in the ability to create intellectual and intangible property type to control or provide access - via computer - to the enjoyment of tangible and intangible assets. It follows that, for the creation of business value the importance of intellectual property tends to increase and with it the ability of companies to develop ideas, information, concepts and innovative technologies.

Intellectual Property Management in a knowledge-based Society

Whether you call it “harvesting intangible assets” or “intellectual property management,” organizations must make the most of everything they have to remain competitive and experience continual growth. In this thought-provoking book, author Andrew J. Sherman shares insights and expertise gleaned from his work with some of the world’s leading companies who have capitalized on intellectual assets such as patents, trademarks, customer information, software codes, databases, business models, home-grown processes, and employee expertise. Featuring instructive examples from organizations including Proctor & Gamble, IBM, and Google, *Harvesting Intangible Assets* reveals how companies large or small can uncover their intellectual property rights that are hiding just below the strategic surface. You’ll learn how to: implement IP-driven growth and licensing strategies, foster a culture of innovation, turn research and development into revenue, and maximize your company’s profits. Smart companies reap what they sow. *Harvesting Intangible Assets* gives readers the tools they need for a profitable harvest.

Banking on IP?

Whether you are a corporate executive, international policy maker or motivated student, *Intellectual Property for Executives* will help you grasp an exciting area that continues to evolve. Intangible assets encompass formal intellectual property (IP) such as patents, trademarks, copyright and trade dress and other sources of corporate value such as trade secrets, knowhow and reputation. Together they represent an emerging asset class with unlimited opportunity, but also with so many gaps: *In multinational corporations and innovative firms, enterprise value has become more than 80% intangible, but management techniques, accounting principles and tax rules were all developed in an era when a firm's value was driven by tangible assets such as land, buildings and machinery. *Large firms have become proficient at playing the game of moving intangible assets to offshore locations, thereby reducing their tax bills. Indeed, in some industries, tax strategy has become a primary tool of competition. Governments have scrambled to catch up and ensure that taxes are collected fairly. *In 2017, the OECD base erosion and profit shifting (BEPS) action plan was implemented in a multilateral instrument by more than 70 countries, and corporate tax departments are now trying to figure out how to establish “intangible substance” to match their choice of domicile for their IP holdings. *Intellectual Property for Executives* is for people who live in those gaps. It is also for executives who are looking for an overview of how to make sense of it all. The book is organised in three sections. *The first part sets the scene - a quick history of IP systems, how IP got on the executive agenda, USA public policy regarding IP and a special chapter on the growth of China as an IP power. *The middle part speaks about the taxation of intangibles, double taxation treaties and introduces the concept of “substance” in intellectual property business. *The final section puts it all together with guidance on how to build “substance” into corporate governance, local leadership, value-creating DEMPE activities, building local capabilities and conducting an IP audit. Intangible value in has already established its dominance in enterprises. With further growth in autonomous vehicles, VR, AR, 3-D printing, artificial intelligence, blockchain, big data and robots, it will become even more important to master intellectual property and intangible value.

Harvesting Intangible Assets

“In this book, we attempt to cover some frequently asked questions on intellectual property and intangible assets and to engage in brief discussions on the subject of identifying value. We identify many of the main types of intellectual property and intangible assets. We also look at the primary, traditional, and not-so-traditional methods of valuing these assets and include case studies and various situations in which the valuation of these assets is required.” -- from the Introduction, p. 3.

Intellectual Property for Executives

... a lovely little book which is full of telling points. Read it and you won't be disappointed. Jeremy Phillips, IPkat.com Meir Pugatch has done an excellent job by assembling an international and diverse cast of contributing authors, who have offered new insights into a broad span of the most pressing IP-related issues. . . a collection of high quality articles by eminent authorities on IPR is very useful for scholars in the academic fields of law, practitioners, and government officials interested in the field of international trade and intellectual property policy; intellectual property law, technology transfer and valuation and international business. Madhu Sahni, Journal of Intellectual Property Rights Intellectual property (IP) has become one of the most influential and controversial issues in today's knowledge-based society. This challenging book exposes the reader to key issues at the heart of the public debate now taking place in the field of IP. It considers IP at the macro level where it affects many issues. These include: international trade policy, ownership of breakthrough technologies, foreign direct investment, innovation climates, public private partnerships, competition rules and public health where it is strongly embedded in contemporary business decision making. Meir Pugatch has assembled an international and diverse cast of contributing authors, who offer new insights into a broad span of the most pressing IP-related issues. They shed light on the increasing dominance of IP in the design and execution of basic and applied research, the evaluation of intangible assets, and the protection and management of knowledge assets, underscoring its importance in relation to national economic development strategies and business strategies of knowledge-based industries and companies. The Intellectual Property Debate will appeal to scholars, practitioners, and government officials interested in the fields of international trade and intellectual property policy, intellectual property law, technology transfer and valuation, and international business.

Intellectual Property Valuation

Capitalize on Your Company's Intangible Assets... Leading Companies Show You How "Einstein in the Boardroom makes a great sequel to Edison in the Boardroom. Those readers who found the examples and war stories of Edison to be useful in their own IP-management activities will find the same qualities in Einstein. This resource will help anyone in the intangibles management community who seeks to go beyond intellectual property and understand and capitalize on the full range of a firm's intellectual capital." --Julie Davis, coauthor, Edison in the Boardroom "Harrison and Sullivan continue to elevate understanding of the value of intellectual assets and, more importantly, provide a 'clinic' on the practical steps necessary to turn theory into bottom-line results." --Jeff Weedman, Vice President, External Business Development The Procter & Gamble Company "Einstein in the Boardroom is a valuable guide for business managers considering how to leverage intangible assets for profit." --Joe Beyers, Vice President, Intellectual Property Licensing, Hewlett-Packard Company "Going deeper into value creation for companies, Einstein in the Boardroom describes new ways to extract value from 'I-stuff' on knowledge, a tremendous asset that is too rarely exploited and could be leveraged by all readers of this great book." --Beatrix de Russe, Executive Vice President, Licensing and Intellectual Property, Thomson "Einstein in the Boardroom is a must-read for CEOs, CFOs, and board chairs facing the financial governance issues of share price, wealth creation, and value realization. When today's financial management systems may only deal with 20 percent of the value of the firm, Harrison and Sullivan offer a look at what a company can do to successfully create and extract value from the 'other' 80 percent, and they show you how other companies have done it!" --Bill Swirsky, Vice President, Knowledge Development The Canadian Institute of Chartered Accountants "Identifying, managing, and leveraging knowledge and intangible assets has enabled Cargill to differentiate itself from its competitors and increase its profitability. Harrison and Sullivan provide a clear perspective on how intangible assets fit within the corporate landscape and how to manage them to increase value for the organization." -- Harry J. Gwinnell, Vice President and Chief IP Counsel, Cargill

The Intellectual Property Debate

We're undergoing a quiet revolution. The new currency in our digital economy is information, ideas, know-how, brands, systems and data. Whether you're starting a new business, building a brand identity or launching a new product or service, you're also creating intellectual property. Do it right and the intangible

assets you create could be worth more than the products or services themselves. Do it wrong and you could miss vital opportunities, have your true value stolen or find yourself on the wrong side of an intellectual property dispute. Shireen Smith brings her years of experience as an IP lawyer with specialist knowledge of the digital playing field to highlight the new threats and opportunities of IP in today's global marketplace. Combining comprehensive coverage of all areas relating to IP with real case studies of IP in action, this book will enable you to... 1. Implement your ideas and unlock their full commercial potential; 2. Bullet-proof your brand and protect your best ideas; 3. Identify your most valuable intellectual property assets; 4. Harness IP to create scarcity and drive up business value; 5. Innovate and stay ahead in your industry; 6. Avoid accidentally infringing the rights of others

Einstein in the Boardroom

Intangible assets such as brands, patents, and intellectual capital are the new measures of corporate wealth. But one can't manage what one can't measure.

Intellectual Property Revolution

Drawing on the full range of available resources, this book clearly and systematically presents a detailed overview of current knowledge about patent valuation. In the course of the presentation the authors cover such elements of the subject as the following: business implications of the dematerialization of economic life; importance of intellectual property in a knowledge economy; forms of value creation by intangible assets in general and by patents in particular; value proposition of different ways of patent exploitation; patent value affecting environmental factors and factors inherent to the patent portfolio; structure of current instruments of patent valuation. The authors provide a detailed step-by-step account of how to set up a valuation model, with specifications of all the instruments required and attention to any empirical findings that have appeared. In addition, detailed case studies demonstrate the practical execution of major varieties of patent valuation, an appendix describes the mathematics used to compute present value and net value, and a glossary defines technical terms. In addition to its contribution to legal scholarship on patent law, the book is unmatched as a procedural manual for setting up a valuation model before a concrete valuation task. There is no clearer discussion of patent valuation as a crucial element of corporate strategy in the knowledge economy, and as such the book will prove of great practical assistance to business managers and their counsel in any jurisdiction.

Tangible Strategies for Intangible Assets

Introduction to Intellectual Asset Management Examines various ways adopted by leading companies in managing their intellectual assets and intellectual properties in leveraging them for optimal returns. Using case laws and anecdotes, the book explains how intellectual properties have created wealth for its creators whether they are patents, trademarks, copyright or designs by careful negotiations and contractual obligations. The book provides an insight to the processes involved in the legal and business aspects of recognizing intellectual assets, converting them to intellectual property, protecting and using them to create a brand value for the organization. Additionally, it attempts to create a bridge between the legal cell of an organization and the decision makers for creating and strategizing new goals and achieving the existing ones. Among other related topics, the book includes: An overview of the intellectual property system prevailing in India. Means of identifying intangible assets in a business or an organization Ways of converting intangible assets/intellectual assets into intellectual property An overview of the IP Audit Processes Practical suggestions on managing, leveraging and optimizing intellectual Assets

Valuation of Patents

The 2004 Cumulative Supplement includes a new chapter entitled New Challenges for the Expert Witness. The chapter provides a discussion of the important Daubert and Kumho cases heard in the U.S. Supreme

Court. Expert witnesses in the fields of valuation and economics may well be faced with challenges to the admissibility of their testimony, based on how well it measures up to the application of the \"scientific method.\" Professionals will benefit from the juxtaposition of the Daubert principles and the traditional methods for developing valuation and damages opinions.

An Introduction to Intellectual Asset Management

A comprehensive reference for valuation of intangible assets Intellectual Property, Valuation, Exploitation, and Infringement Damages provides in-depth, up-to-date guidance about the valuation of intangible assets. Covering patents, trademarks, copyrights, trade secrets, and more, this book describes the standards, best practices, and case law relating to valuation, licensing, and infringement damages. Intellectual property strategies are examined from a business economic standpoint, and analytical models are provided to streamline the calculation of valuations, licensing royalty rates, and fair equity splits in joint venture arrangements. Designed to ease the task of attaching monetary value to intangible assets, this invaluable reference includes extensive practical guidance including sample royalty rate information, diffusion sales forecasting models, detailed treatment of investment rate of return, and the valuation of early-stage technology. Intellectual property is rapidly becoming a major profit center for an increasing number of companies, who may invest billions of dollars in development of an irreplaceable asset. This book provides an authoritative reference for exploiting this property to its fullest extent, and quantifying its actual economic value. Now that intangible assets are becoming the cornerstones of corporations, applying a logical, analytical approach to valuation has become more important than ever. Intellectual Property, Valuation, Exploitation, and Infringement Damages provides expert guidance for each stage of the asset's life cycle, with recommended procedures and strategies grounded in case law and real-world practice.

Valuation of Intellectual Property and Intangible Assets, 2004 Cumulative Supplement

While intellectual property plays an increasingly important role in today's business world, it remains difficult to quantify its economic value. Considered the foremost work on the subject, this book helps simplify the process of attaching a dollar amount to intangible assets, with the new edition bringing readers up to date on legal, tax, and accounting issues that affect valuation. This core volume (ISBN 0471-362816) is supplemented annually. The 2002 Cumulative Supplement (ISBN 0471-419435) includes: A new chapter discussing major changes in accounting principles as they relate to intangible assets and intellectual property. Statement of Financial Accounting Standards Nos. 141 and 142 that were issued in June 2001 and supersede APB 16 and 17. Discussion of the thinking of FASB and many of the corporate and professional respondents to the Board's Exposure Drafts. An examination of the relatively new phenomenon of naming rights transactions. Three new Appendices containing lists of valuation resources for the use of practitioners as well as descriptions of some professional societies that focus on various aspects of intellectual property business. This supplement updates the core volume, Smith/Valuation of Intellectual Property and Intangible Assets, Third Edition (ISBN 0471-362816).

Intellectual Property

As well as covering traditional valuation issues, this book also seeks to address the complexities associated with measuring the value of intangible assets in a practical context. Provides information on key aspects of business and intellectual property valuation, economic damages analysis, and intercompany transfer price analysis.

Valuation of Intellectual Property and Intangible Assets

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.

Valuation of Intellectual Property and Intangible Assets

This volume take the reader through the legal and accounting principles that govern the valuation of assets. A crucial problem for legal, accounting, banking and venture capital professionals, it is also important to owners and managers of IP assets.

THE HANDBOOK OF BUSINESS VALUATION AND INTELLECTUAL PROPERTY ANALYSIS

Update yourself on the latest developments in intellectual property regulation and practices As the 2019 supplement to the Fifth Edition of Intellectual Property, Valuation, Exploitation, and Infringement Damages, this handbook covers changes made to laws and industry practices within the last year since the current edition's release. Like its parent volume, it is designed to simplify the process of attaching a dollar amount to intangible assets, be it for licensing, mergers and acquisitions, loan collateral, or investment purposes. The author explains commonly used strategies for determining the value of intellectual property, as well as methods used to set royalty rates based on investment rates of returns. The text also examines the business economics of strategies involving intellectual property licensing and joint ventures, providing practical tools for evaluating the investment aspects of such arrangements and discussing the legal, tax, and accounting practices and procedures related to them. In addition, analytical models are provided that can be used to determine reasonable royalty rates for licensing and for determining fair equity splits in joint venture arrangements. The author gives these models practical applications, critiquing commonly used royalty rate derivation techniques and presenting real world examples of exploitation strategies being used by major corporations. Understand the theory behind intellectual property law and industry practices Learn from practical real-world case studies Ensure compliance with any relevant regulations Get ahead of the competition by subscribing and being among the first to receive the supplement Written by the President of Intellectual Property Research Associates, this supplement is an excellent expansion of the foundation laid in Intellectual Property, Valuation, Exploitation, and Infringement Damages. It will prove a valuable investment for any professional whose field deals with intellectual property, its law, and its administration.

Intellectual Property Strategies for the 21st Century Corporation

This book comprehensively describes the nature and types of intangible resources - including patents, copyrights, trademarks and designs - and explains how a company can make profitable use of them. The author focuses particularly on technical know-how, and the forms and mechanisms of transferring such know-how, at the firm level through licensing arrangements. He spells out the major aspects which both the licensor and the licensee need to consider. A concluding chapter provides the Indian perspective.

Valuation and Exploitation of Intellectual Property and Intangible Assets

This is an "ideas" book for managers keen to understand and interpret the nature of a business which principally sells its knowledge: knowledge assets based in its people, systems, brands, intellectual property and other intangibles.

Intellectual Property

The objective of this study is to create an awareness of intellectual property rights that are associated with creative activities and to present financial and valuation tools that can enable the quantification of the monetary value of successful creative efforts.

International Licensing

With contributions from prestigious lawyers, economists, accountants, and consultants from around the world, Intellectual Property in the International Marketplace presents a highly complex subject in a user-friendly, organized manner. The two-volumes serve as an intellectual property compendium to business professionals and their counsel, helping them explore and answer intellectual property questions in business transactions in global settings. Volume I covers the methods for dealing with intellectual property in every type of business transaction, while Volume II covers the underlying general principles of international intellectual property law. The core volume (ISBN 0471-351059) is supplemented annually. The 2002 Supplement (ISBN 0471-390313) includes: * New chapters on such topics as Patent Strategies in the Era of the Internet, Parallel Imports into and within the European Union, and Copyright and E-Commerce. * Updates to International Laws and Developments on Security Interests in Intangible Assets that have taken place in Australia, Canada, France, Hong Kong, and Korea. The supplement updates the 2 Volume set, Simensky/Intellectual Property in the Global Marketplace, Second Edition (ISBN 0471-351059).

Intellectual Capital

Maximize your company's intellectual capital with the tools, techniques, and framework found in Intellectual Capital in Enterprise Success: Strategy Revisited. This timely book will take you a step ahead of your competitors in driving successful and appropriate intellectual asset management practices, showing you how to capture and effectively deploy intellectual assets within your business.

Monetization of Copyright Assets by Creative Enterprises

While there are many books on "how to patent" and patent law, Essentials of Patents delivers practical advice on how to leverage patents as a powerful competitive corporate tool. This is not your "ordinary patent book". Its emphasis is directed to patent management with the express emphasis of increasing shareholder value, and its audience, each with its own chapter, includes the CEO / ICO, CFO, CTO, and cross functional managers of HR, Engineering, Manufacturing and IT. Essentials of Patents is arguably one of the first works on intellectual property that drives home the importance of patent creation, protection and exploitation throughout the enterprise. Gibbs and DeMatteis show how patents can enhance competitive intelligence, product development cost reduction, product line expansion, and revenue streams, making this guide a must-have for the savvy manager. In it, the authors introduce a new management methodology: Patent Quality Management, or "PQM". With public company market values more than 90% attributable to the value of intangible assets and patents, the time has come for all corporate managers, not just R&D and legal counsel, to master intellectual property management in this competitive global market (and shareholders are demanding it).

Intellectual Property in the Global Marketplace, 2 Volume Set

In the information age, intellectual property rights such as patents, copyrights, and trademarks are among companies' most valuable assets. Today, managers and investors in a wide variety of industries need to understand the fundamentals of intellectual property rights in order to make informed decisions about the companies they run and the investments they hold. *From Ideas to Assets* provides a detailed overview of what intellectual property assets are and how they work - and what you need to know about them to succeed today's competitive business environment. It offers techniques for valuing intellectual property and discusses ways to help you maximize returns and discern performance variables. The 25 expert contributors to this volume approach the subject from the varied perspectives of shareholders, managers, analysts, accountants, advisors, and other professionals. Original tables, graphs, and statistics related to intellectual property returns and performance indices are included to clarify important legal and accounting concepts. This easy-to-read guide covers strategies for businesses in various industries, including the financial and manufacturing sectors. This is not a textbook or a stock-picking manual. *From Ideas to Assets* is a focused resource that provides diverse audiences with valuable guidance on the IP basics they need to know.

Intellectual Capital in Enterprise Success

A practical guide to the valuation of intellectual property and intangible assets. Discusses key aspects of intellectual property, such as types and definitions, with examples of its exploitation, methods for determining economic remaining life, and a review of recent legal events that affect intellectual property. Also focuses on methods of determining the value of intellectual property, as well as methods used to set royalty rates based on investment rates of return.

Essentials of Patents

Up-to-date, expert guidance and a valuable tool kit for IP valuation *Intellectual Property, Valuation, Exploitation, and Infringement Damages* provides practical tools and expert clarification for the valuation of intangible assets. This new 2016 Cumulative Supplement contains the latest laws, regulations, and practices surrounding licensing and joint ventures, with practical analytical models that simplify the calculation of royalties and equity splits. As a companion to the comprehensive *Intellectual Property*, this book provides invaluable guidance toward the investment aspects, business strategies, taxes, and accounting practices involved in intellectual property protection and profit, to help licensing professionals structure optimal arrangements and mitigate risks. Written by leading experts in the intellectual property realm, this guide is a must-have resource for anyone working with intangible assets. Intellectual property is more than a simple profit center; to many owners, it's the cornerstone of their organization, and must be rigorously protected and exploited to the fullest extent. This book provides clear guidance on valuation, which is the foundation of a successful IP strategy. Define the value of intangible assets in real-money terms Examine the business economics of licensing and joint venture strategies Understand the relevant legal, tax, and accounting practices Determine fair royalty rates and equity splits Patents, trademarks, formulas, copyrights, brand names, distribution systems—all fall under the intellectual property umbrella, and each might be the competitive edge upon which a business is built. Intellectual property can cost hundreds of millions of dollars to create, and is often irreplaceable with no substitute or alternative available, making it an organization's most important asset. Protect it properly, and reap every ounce of profit it can produce with the important guidance in *Intellectual Property, Valuation, Exploitation, and Infringement Damages, 2016 Cumulative Supplement*.

From Ideas to Assets

This book examines intellectual property (IP) as an important value driver for start-ups. Businesses of all sizes are inevitably confronted with intellectual property issues at some point, but start-ups and their collaborators face unique challenges and opportunities in IP management. Identifying, generating, and exploiting intellectual property can lead to sustainable competitive advantages and avoidance of risks. Many start-ups sense the complexity of IP management and therefore place their energy elsewhere. However, the

clear conclusion to be drawn from this unique collection of contributions is that putting an IP management strategy in place is critical to the successful development of a business. Prof. Dr. Martin A. Bader and Prof. Dr. Sevim Süzer?lu-Melchior have years of experience as consultants, entrepreneurs, business owners, and researchers where they saw firsthand the need for a comprehensive yet practical resource for start-ups and their key stakeholders. This book explores different perspectives in dealing with IP from six different angles: the start-up's view, the investor's view, the corporation's view, the university's view, the global IP office's view, and the advisor's view. Each section consists of chapters written by leading experts from around the globe including Silicon Valley, Canada, Israel, Switzerland, Germany, Finland, France, Australia, Brazil, India, Japan, Singapore, and South Africa. Contributors bring practical experience from a wide range of sectors, such as information and communication technology, software, artificial intelligence, machine learning, cybersecurity, industrial automation, internet of things, life sciences, pharma, crop science, biotech, medtech, mining, sustainability, climate tech, and even quantum technologies. This timely publication serves as a guidebook for entrepreneurs and other key stakeholders in the start-up ecosystem. It empowers founders to develop their own IP management strategy to mitigate risk, create and capture value, and lay the groundwork for sustainable growth. An essential reference for start-ups to achieve business excellence. "This edited book volume offers valuable insights, bringing together perspectives of key stakeholder groups from a wide variety of innovation ecosystems – an invaluable resource." —Carsten Fink, Chief Economist, World Intellectual Property Organization, Geneva "A timely book for those wanting a clear overview of the issues the different players encounter in the start-up ecosystem. A useful resource indeed. Congratulations to the editors and team."—Audrey Yap, Managing Partner YUSARN AUDREY LLC, Past President LESI, Chairman Singapore Innovation & Productivity Institute, Singapore "A 'must read' for all innovators in the start-up world. It is truly a fantastic book and one I would recommend being bought and read (in full)!"—Laurence Freeman, Professor (Adjunct), CU Denver Business School, Jake Jabs Center for Entrepreneurship, Denver, Colorado, United States/div

Valuation of Intellectual Property and Intangible Assets, 1991 Cumulative Supplement

This book focuses on the economic aspects of intellectual property (IP). It includes considerations of the wider category of intangible assets. However, the primary focus is devoted to patents which the author argues are the most vivid example of the Tragedy of Intangible Abundance (TIA). TIA touches upon a key issue in the contemporary economy. On the one hand, there is an enormous supply of IP, yet, on the other hand, such an abundance does not necessarily solve existing issues but rather creates new ones as well. This book elaborates on the reasons for the emergence of TIA and its consequences. The author uses clear metaphors to explain very complex issues. The book provides a valuable and interdisciplinary analysis of the field and offers practical solutions. It is based on the data collected by the author during the qualitative research he conducted among a group of start-ups. It presents guidance on determining which instrument is the most efficient for a particular situation. It also provides arguments for decision-makers and their advisors as to why a more open approach towards intellectual property would be more beneficial under many circumstances in the contemporary economy. While universal issues are addressed, the author distinguishes the European perspective too. The book is written in a clear and concise style and covers all of the crucial aspects of IP management. It will find an audience among scholars of economics and business.

Intellectual Property

IP protection and exploitation in the world's markets Globalization is introducing additional complexity to the already-complicated topic of intellectual property. As IP becomes the "new global currency"

Intellectual Property Management for Start-ups

WIPO's World Intellectual Property Report 2013 explores the role that brands play in today's global marketplace. The Report looks at how branding behavior and trademark use have evolved in recent history, how they differ across countries, what is behind markets for brands, what lessons economic research holds

for trademark policy, and how branding strategies influence companies' innovation activities.

The Economics of Intellectual Property and Openness

A new edition of the trusted book on intellectual property Intellectual Property simplifies the process of attaching a dollar amount to intellectual property and intangible assets, be it for licensing, mergers and acquisitions, loan collateral, investment purposes, and determining infringement damages. This book comprehensively addresses IP Valuation, the Exploitation Strategies of Licensing and Joint Ventures, and determination of Infringement Damages. The author explains commonly used strategies for determining the value of intellectual property, as well as methods used to set royalty rates based on investment rates of returns. Key concepts are brought to life through real-world examples of exploitation strategies being used by major corporations.

Intellectual Property in the Global Marketplace, Country-by-Country Profiles

The highly experienced authors of the Guide to Intangible Asset Valuation define and explain the disciplined process of identifying assets that have clear economic benefit, and provide an invaluable framework within which to value these assets. With clarity and precision the authors lay out the critical process that leads you through the description, identification and valuation of intangible assets. This book helps you: Describe the basic types of intangible assets Find and identify intangible assets Provide guidelines for valuing those assets The Guide to Intangible Asset Valuation delivers matchless knowledge to intellectual property experts in law, accounting, and economics. This indispensable reference focuses strictly on intangible assets which are of particular interest to valuation professionals, bankruptcy experts and litigation lawyers. Through illustrative examples and clear modeling, this book makes abstract concepts come to life to help you deliver strong and accurate valuations.

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