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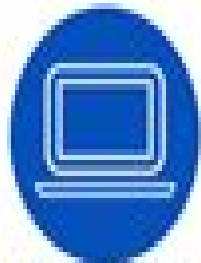
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TECHNOLOGY TRANSFER PROCESS

Technology Transfers And Licensing

**Gideon Markman, Peter T.
Gianiodis, David B. Balkin, Phillip Phan**

Technology Transfers And Licensing:

Reverse Licensing Manucheh Shahrokhi, 1987-01-19 Reverse Licensing evaluates the transfer of technology to the U S as an alternative growth strategy for both small and medium sized U S manufacturing firms which need new and competitive technology and for foreign firms which are anxious to enter the U S market but lack the required resources for export and or foreign direct investment The first theoretical research on international technology licensing from the U S licensees standpoint this book examines reverse licensing as an alternative to reverse investment In addition a sample of 120 U S manufacturing firms which have actually utilized reverse licensing is used for empirical and statistical analysis

Technology Transfers and Licensing John T. Ramsay, 1996 **Innovation and Technology Transfer for the Growing Firm** Julian Lowe, Nick Crawford, 2013-10-22 Innovation and Technology Transfer for the Growing Firm Text and Cases is a practical guide and commentary in the field of technology transfer with emphasis on the economic and managerial aspects of the subject The book is concerned with both positive and normative aspects of licensing The book is organized into three parts Part I presents general definitions and discussion of factors impinging on the environment of licensing Parts II and III deal with alternative licensing strategies some empirical evidence and a public policy approach that might be adopted by governments interested in using licensing to promote business development The text will be useful to students and practitioners in this field of interest **Technology Transfer Systems in the United States and Germany** National Academy of Engineering, Fraunhofer Institute for Systems and Innovation Research, 1997-10-26 This book explores major similarities and differences in the structure conduct and performance of the national technology transfer systems of Germany and the United States It maps the technology transfer landscape in each country in detail uses case studies to examine the dynamics of technology transfer in four major technology areas and identifies areas and opportunities for further mutual learning between the two national systems *The Technology Transfer System* Albert E. Muir, 1997 *Transfer And Licensing Of Know-how And Intellectual Property, The: Understanding The Multinational Enterprise In The Modern World* David J Teece, 2008-09-10 The international transfer of technology is one of the most important features of the global economy However the literature on it is sparse This book encapsulates the author s contributions to this field over the last three decades and provides insights into the manner mechanisms and cost of technology transfer across national boundaries and the implications for the theory of the international firm **University Technology Transfer** Gideon Markman, Peter T. Gianiodis, David B. Balkin, Phillip Phan, 2013 This study examines factors that affect the commercialization of university based innovations It was hypothesized that successful university based technology transfer royalty revenues and new venture creation is related to licensing strategies the configuration of the technology transfer office and the application of monetary incentives To avoid common method bias data were collected from four different sources including from AUTM Licensing Surveys 1999 2000 interviews with 127 technology transfer directors and for convergent validity from web based searches of

each research institution and the US Patent and Trademark Office Findings revealed that licensing strategies and technology transfer office configuration are significantly related to successful technology transfers In addition the practice of sharing licensing revenues with a scientist s academic department and technology office directors pay levels were positively related to technology transfers However sharing licensing revenues with scientists counter to predictions generated a negative relationship with technology transfers We conclude with a discussion that deepens our understanding of the determinants of technology commercialization and provide a richer theoretically grounded characterization of the process by which universities transfer technology to industry *Ramsay on Technology Transfers and Licensing* John T. Ramsay,2002

Intellectual Property Licences and Technology Transfer Duncan Curley,2004-09-30 This essential guide vital new changes by the European Commission to the law governing the enforceability of intellectual property licences in Europe Agreements which contain the grant of a licence by one party to another of intellectual property rights are subject to European competition anti trust laws In particular many agreements containing licences of patent rights and rights in confidential information and technical know how are caught by Article 81 1 of the EC Treaty which prohibits agreements between undertakings which prevent restrict or distort competition in the Common Market However because licences of intellectual property rights usually facilitate the transfer of technology from one undertaking to another and the licensor and licensee will often operate at different levels of the market many licences of intellectual property rights may benefit from an automatic exemption under Article 81 3 of the EC Treaty On 1 May 2004 this exemption is being radically overhauled as part of the European Commission s drive to modernise European competition law This book examines the changes in that legislation The legislation is completely new and there is therefore no existing book on the market The change in the law will require an entirely new approach to the drafting of IP licences The change in the law will require existing IP licences to be re examined and possibly re negotiated **Technology Transfer and the New EU Competition Rules** Steven D.

Anderman,John Kallaugher,2006 The new Technology Transfer Block Exemption Regulation in force from May 1 2004 signals a profound change in the nature of the regulatory framework for technology licensing under EU competition law This book examines the new Regulation in detail placing it in the wider context of i the modernisation reforms of EC competition law and ii the treatment of IP rights over technology more generally The book also considers the approach to assessment of IP issues set out in the Guidelines that accompany the Regulation the authors discuss their legal basis and where appropriate criticise the approach taken by the Guidelines where the legal basis is unsure

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