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CORPORATE STRATEGIES
FOR MAXIMIZING VALUE

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Technology Licensing Corporate Strategies For Maximizing Value

Sabine Jacques, Ruth Soetendorp



Technology Licensing Corporate Strategies For Maximizing Value:

Technology Licensing Russell L. Parr, Patrick H. Sullivan, 1996-08-28 In this valuable book Russell Parr and Patrick Sullivan along with a distinguished team of contributing experts reveal the licensing strategies now being used at DuPont Xerox Hewlett Packard Dow Chemical Kodak and other top multinational corporations They also provide practical prescriptions for determining where technology licensing belongs on your organizational chart and for establishing a successful licensing program tailored to your company's vision and goals

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

Licensing Best Practices Robert Goldscheider, 2002-10-29 A definitive resource for professionals in licensing and technology management In this comprehensive guide to licensing best practices esteemed members of the Licensing Executives Society International offer in depth discussion of a broad range of important topics in the field of licensing including Licensing issues in Europe Asia Australia the Middle East South Africa and Latin America Technology valuation Technology management consulting Licensing agreements and strategic partnerships The expansion of the licensing profession Patent procedures and protection in Europe Trade secrets law and intellectual property assets Issues in copyright software and Web sites Trademarks trade names and trade dress Licensing in the biotechnology industry Pharmaceutical licensing University licensing trends Technology rights that are financial assets and instruments IC based corporate carve outs Licensing and litigation ADR

Intellectual Property Russell L. Parr, Gordon V. Smith, 2017-03-27 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 The Economic Valuation of Patents Federico Munari,Raffaele Oriani,2011-10-01 This book fills an important gap in the literature and will be very useful both to students of intellectual property and practitioners confronted by the problem of valuing their patent portfolios An excellent overview of an evolving and challenging area it provides the necessary background to thinking about the problem of valuation and describes all the major methods in use including the real options approach Bronwyn H Hall University of California Berkeley US In depth knowledge and scientific approach are used to improve patent valuation techniques a dream book for both researchers and practitioners interested in identifying the value of creative minds Bruno van Pottelsberghe Solvay Brussels School of Economics and Management ULB Belgium The Economic Valuation of Patents provides an original and essential analysis of patent valuation presenting the main methodologies to value patents in different contexts Starting with an analysis of the relevance of patent valuation from a strategic economic and legal perspective the book undertakes a thorough review of the existing financial and qualitative valuation methodologies The contributing authors IP experts from academia and business discuss the application of valuation issues in various contexts such as patent portfolio management licensing agreements IP litigation IP backed finance and accounting For each topic an introductory theoretical background is provided and specific application contexts are then investigated This multidisciplinary book bridges theory and practice in a unique and novel way that will be appreciated by graduate students scholars and practitioners alike Patent Strategy Anthony L. Miele,2002-02-28 FROM PATENT TO PROFIT Patents and patent strategies are increasingly pertinent to the success of information age businesses from affecting valuations to gaining tax advantages to increasing the starting price per share when taking a company public Patent Strategy illustrates the impact patents can have on technology driven businesses tactical and strategic efforts Here is step by step guidance to the patent process the laws and basic strategies from a business goal perspective so that middle and upper level managers can recognize the significance of patents in relation to a particular business and can incorporate proper patent management efforts into their business framework In addition this

book serves as an invaluable reference for management and executives when making patent related decisions such as whether a patent infringement study must be performed whether the budget for patent matters should be increased or decreased whether attempts should be made to license certain patent technology and whether the firm should sue for patent infringement Case studies throughout the book give you a specific business context within which to consider the concepts introduced Statistics are presented to assist you in assessing various issues planning patent strategies and implementing patent management programs

Royalty Rates for Licensing Intellectual Property Russell Parr, 2012-07-02 Royalty Rates for Licensing Intellectual Property includes critical information on financial theory rules of thumb industry guidelines litigation based royalty rates and tables of actual rates from real deals for different industries

Teaching Intellectual Property Law Sabine Jacques, Ruth Soetendorp, 2023-06-01 Integral to the commercial law field Intellectual Property IP knowledge is central to culture innovation and enterprise Looking forward to the new academic norm Teaching Intellectual Property Law Strategy and Management uses experience as well as innovative interactive practice based methods for teaching IP to examine the various ways through which to move on from chalk and talk methods

Profiting from Intellectual Capital Patrick H. Sullivan, 1998-03-31 Tools and techniques from today's leading intellectual capital innovators Xerox Dow Chemical Hewlett Packard Avery Dennison Eastman Chemical Rockwell and Skandia Patrick Sullivan has brought together some of the best thinkers and best thinking on the subject of intellectual capital Anyone who hopes to profit from intellectual capital will profit from Profiting from Intellectual Capital Thomas A Stewart Author of Intellectual Capital The New Wealth of Organizations A comprehensive collection of the key ideas for effectively managing intellectual assets in the twenty first century Hubert St Onge Senior Vice President Strategic Capability Mutual Life of Canada The first thorough exposition of how companies manage and extract value from their intellectual capital The discussion of best practices as well as the high level conceptual examination of various intellectual capital issues is an important contribution to this fast growing field Baruch Lev PhD The Philip Bardes Professor of Accounting and Finance Stern School of Business New York University and Director The Intangibles Research Project at New York University This is a remarkable compendium of analytic approaches to that most elusive of management goals managing intellectual capital It gives our state of the practice knowledge a most substantial boost Larry Prusak Managing Principal Knowledge Management IBM Corporation Sullivan brings together strategic management and intellectual capital The combination is powerful Russell L Parr Senior Vice President AUS Consultants In today's postindustrial economy technology and knowledge based companies are superseding traditional manufacturing enterprises at a rapid rate But as tangible assets give way to invisible information centered ones most firms still know very little about their intellectual capital and what it can do for them While a number of books and articles have already been written about the knowledge creation and information sharing aspects of intellectual capital management Profiting from Intellectual Capital takes the next step examining how companies can develop financial benefits

and extract ever more value from their intellectual capital Divided into three sections the book is filled with the practices and procedures of companies that are in the vanguard of ICM Dow Chemical Xerox Rockwell International Skandia and Hewlett Packard The first part of the book presents essential terms and concepts along with basic material on the principles of value extraction and a discussion of the usefulness of values in the management of intellectual capital The two subsequent sections offer methods for IC measurement management and monitoring as well as important techniques for extracting value including such practical initiatives as creating an intellectual property database patent trees and more Profiting from Intellectual Capital is essential reading for today s forward thinking executives attorneys accountants and other professionals Because while knowledge is power knowledge can be profits too Navigating Strategic Decisions John E. Triantis,2013-06-12 Based on four decades of experience and research Navigating Strategic Decisions The Power of Sound Analysis and Forecasting explains how to improve the decision making process in your organization through the use of better long term forecasts and decision support Filled with time tested methodologies and models it provides you with the tools to establish the organization processes methods and techniques required for analyzing and forecasting strategic decisions Describing how to foster the conditions required for forecasts to materialize this book will help you rank project valuations and select higher value creation projects It also teaches you how to Assess the commercial feasibility of large projects Apply sanity checks to forecasts and assess their resource implications Benchmark best in class strategic forecasting organizations processes and practices Identify project risks and manage project uncertainty Analyze forecasting models and scenarios to determine controllable levers Pinpoint factors needed to ensure that forecasted future states materialize as expected This book provides you with the benefit of the author s decades of hands on experience In this book John Triantis shares valuable insights on strategic planning new product development portfolio management and business development groups Describing how to provide world class support to your corporate market and other planning functions the book provides you with the tools to consistently make improved decisions that are based on hard data balanced evaluations well considered scenarios and sound forecasts Intellectual Property Management Klaus Jennewein,2006-03-30 Innovation is a source of competitive advantage In other words firms may leverage innovation to generate rents at least temporarily And this is intended to be a self sustained business model part of the rent extracted from the market may be re invested into new technological developments which in turn permit additional innovations thus regenerating the sources of rents This is the positive loop of innovation In this sense business would be a permanent hunt for innovations in search of rents Yet innovations need to be protected if firms want to benefit from rents over long periods of time However the strategic management literature tends to suggest that patents are a weak protection against aggressive imitators Secrecy may help but we also know that technology ends up leaking in most cases Speed in new developments to cut time to market may be another way of protecting the technological advance of the firm But again this may not be enough as start ups may out compete the established firm in the

race for innovation This is where Dr Klaus Jennewein's key idea comes into the picture The core of his thesis is that brand equity may be combined to technological protections such as patents to build a multi layer complex intricate shield to protect the sources of rents against competitors and imitators *Strategic Management of Technological Learning* Elias Carayannis, 2018-10-08 How do companies such as BMW Airbus Industrie and Bayer leverage technology and learn to thrive where others fail This book provides a one stop resource on technology innovation and knowledge management It gives you a tool for gaining short term case specific insight and long term industry wide understanding of the best technology management and learning policies and practices The Strategic Management of Technological Learning explores a portfolio of case studies on technology driven but not exclusively high tech companies that have an overall long term record of success and prosperity Through in depth interviews with industry practitioners the author empirically identifies the presence of Strategic or Active Incrementalism The following chart shows the studied firms which operate at high risk and uncertainty very dynamic and technologically intensive business environments *The Economics of the European Patent System* Dominique Guellec, Bruno van Pottelsberghe de la Potterie, 2007-02-01 Why does society allow or even encourage private appropriation of inventions When do patents encourage competition when do they hamper it How should society design the compromise between the interest of the inventor and the interest of the users of patented inventions How should the patent system adapt to new technological areas These questions and many more are addressed by the authors in this groundbreaking analysis of the economics behind the European patent system Beginning with the history and principles of the patent system the book then examines the economic effects of patenting on innovation and the diffusion of technology and growth Throughout the book the theory and the reality are discussed alongside real world examples and comparison between the European USA and Japanese patent systems *Technological Know-How, Organizational Capabilities, and Strategic Management* David J. Teece, 2008 This book explores factors which impact the viability and growth of business enterprises In particular the role of entrepreneurship organizational learning and business strategy OCo including licensing strategy OCo are considered in some detail It presents fundamental thinking about business organization and provides the conceptual framework that scholars need to understand complex business organization managerial processes and competitive strategy *Entrepreneurship, Innovation, and the Growth Mechanism of the Free-Enterprise Economies* Eytan Sheshinski, Robert J. Strom, William J. Baumol, 2021-03-09 How much credit can be given to entrepreneurship for the unprecedented innovation and growth of free enterprise economies In this book some of the world's leading economists tackle this difficult and understudied question and their responses shed new light on how free market economies work and what policies most encourage their growth The contributors take as their starting point William J Baumol's 2002 book *The Free Market Innovation Machine* Princeton which argued that independent entrepreneurs are far more important to growth than economists have traditionally thought and that an implicit partnership between such entrepreneurs and large

corporations is critical to the success of market economies The contributors include the editors and Robert M Solow Kenneth J Arrow Michael M Weinstein Douglass C North Barry R Weingast Ying Lowrey Nathan Rosenberg Melissa A Schilling Corey Phelps Sylvia Nasar Boyan Jovanovic Peter L Rousseau Edward N Wolff Deepak Somaya David J Teece Naomi R Lamoreaux Kenneth L Sokoloff Yochanan Shachmurove Ralph E Gomory Jonathan Eaton Samuel S Kortum Alan S Blinder Robert J Shiller Burton G Malkiel and Edmund S Phelps

Patent Aggregating Companies Frauke Rüther, 2012-11-27 Entering the post industrial age knowledge has become an important asset for sustained competitive advantage In recent years a new type of patent acquirers has emerged These companies do not produce goods and therefore do not need patents in their historical meaning they acquire patents and aggregate patent portfolios and little is known about them This book defines patent aggregating companies and explores their strategies activities and their evolution over time as well as how producing companies can utilize them to leverage their patent portfolios

The Economics of Contracts Eric Brousseau, Jean-Michel Glachant, 2002-10-17 A contract is an agreement under which two parties make reciprocal commitments in terms of their behavior to coordinate As this concept has become essential to economics in the last 30 years three main theoretical frameworks have emerged incentive theory incomplete contract theory and transaction costs theory These frameworks have enabled scholars to renew both the microeconomics of coordination with implications for industrial organization labor economics law and economics organization design and the macroeconomics of market decentralized economies and of the institutional framework These developments have resulted in new analyses of a firm s strategy and State intervention regulation of public utilities anti trust public procurement institutional design liberalization policies etc Based on contributions by the leading scholars in the field this 2002 book provides an overview of developments in these analytical currents presents their various aspects and proposes expanding horizons for theoreticians and practitioners

Valuation of Intellectual Property and Intangible Assets, 2004 Cumulative Supplement Gordon V. Smith, Russell L. Parr, 2004 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

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

Essentials of Licensing Intellectual Property Alexander I.

Poltorak,Paul J. Lerner,2013-07-29 Full of valuable tips techniques illustrative real world examples exhibits and best practices this handy and concise paperback will help you stay up to date on the newest thinking strategies developments and technologies in licensing intellectual property Order your copy today

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