

# **Basics Of Licensing International Edition The Definitive Guide To The Worldwide Market**

A revised and expanded edition of the groundbreaking Edison in the Boardroom, highlighting the winning strategies today's biggest companies use to maximize the value of their intellectual property Now fully revised and expanded, Edison in the Boardroom, Second Edition takes an in-depth look at the revolutionary concept of intellectual asset management (IAM). Incorporating stories and teachings from some of the most successful companies in the world—such as Hewlett-Packard, IBM, Procter & Gamble, Rockwell, Dow, Ford and many others—Harrison and Sullivan have made an exhaustive study of IAM and its implications for today's businesses. Features updated interviews of companies, and a new treatment of the Profit Center Level Updates stories and teachings from some of the most successful companies in the world Showcases a hierarchy of best practices that today's companies can integrate into their own business philosophies to gain the best return from their intellectual assets Edison in the Boardroom, Second Edition compiles a wealth of knowledge and successful stories that illustrate how far businesses have come in their ability to leverage and monetize their intellectual assets. In Technology Licensing and Development Agreements, Cynthia Cannady guides readers through the negotiation and drafting of agreements, and how to monitor compliance once they are in place.

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The revised edition of this popular one-stop resource covers the basics of digital licensing for librarians in a plain-language approach that demystifies the process. Written from the librarian's perspective, this second edition

The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. *Graphic Artists Guild Handbook* is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included.

Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, the fourth edition of *Franchising Licensing* covers all the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies. Incorporating up-to-the-minute information on regulations, best practices, Web 2.0 strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends, this indispensable reference reveals

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how to: Raise capital, structure agreements, and protect intellectual property \* Create market-responsive sales, marketing, and globalization strategies \* Establish quality control and compliance measures \* Assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising \* And much more

Comprehensive and applicable to domestic and international franchising initiatives alike, this essential guide remains the industry standard.

Companies are increasingly looking to their intellectual property (patents, trademarks, formulas, copyrights, brand names, distributions systems, etc.) as a profit center. As they try to extract more value from their holdings, some of which have been left dormant for years, many are looking beyond their own core products to partnerships with outside industries. Now in its third edition, *Intellectual Property: Licensing and Joint Venture Strategies* provides the most up-to-date practical tools for evaluating the investment aspects of licensing and joint venture decisions, and discusses the legal, tax, and accounting practices and procedures related to such arrangements.

Like any contract, an international licensing agreement spells out the rights and obligations of the contracting parties, manages potential risks and supplies a contingency plan for each party in the event the contractual relationship breaks down. However, international licensing of intellectual property, software or technology confronts the contracting parties with its own distinct challenges. When planning, drafting and negotiating such agreements, it is imperative to know

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exactly what core issues need to be addressed. This book provides this know-how in an easy-to-use, clear and concise fashion. This expert guide to the complex world of international licensing agreements brings together all the essential materials needed when dealing with such agreements and covers the following:

- business models that may be used by the contracting parties;
- standard provisions encountered in an array of international licensing agreements;
- analysis of the key clauses in various international licensing agreements inter alia trademark, software, franchise and technology licences with provisions as affected by jurisdiction;
- effect of competition law in a variety of jurisdictions;
- ensuring trademark protection at both national and international levels;
- clear explanation of key franchising terminology and disclosure rules; and
- effect of international dispute resolution rules in a range of jurisdictions.

Alongside detailed contract analysis, the book details numerous case studies from an array of industries, with detailed commentary. Practitioners operating within or representing medium to large firms who normally have to prepare or provide advice on international licence arrangements will quickly find this reference material indispensable. The book's thorough analysis of this complex area will also be welcomed by professionals working for universities, industry, interest groups, government departments and international organisations.

Understanding Business Global Edition by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for three

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reasons: (1) The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, (2) we listen to our customers, and (3) the quality of our supplements package. We consistently look to the experts – full-time faculty members, adjunct instructors, and of course students – to drive the decisions we make about the text itself and the ancillary package. Through focus groups, symposia, as well as extensive reviewing of both text and key ancillaries, we have heard the stories of more than 600 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today's real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, *Understanding Business* leads the way.

All you need to protect and profit from your invention You've got a great idea and you're ready to strike it rich. Now, you need to find a company or partner you can trust, hash out a fair licensing deal, and get your idea to the marketplace. *Profit From Your Idea* will help you negotiate and draft a licensing agreement that protects your interests and maximizes your chances of earning a profit. With this all-in-one guide you'll understand how to: navigate the licensing landscape protect your intellectual property rights sort out ownership rights work with licensing agents protect confidential information find and solicit potential licensees license overseas reveal your invention safely, and negotiate and update an agreement. The 10th edition is completely updated with the latest developments in licensing law and patent filing rules, and covers industry-standard Fair,

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Reasonable, and Nondiscriminatory (FRAND) licensing terms. With Downloadable Forms: download forms including license agreements, assignments, joint ownership agreements, and many more (details inside).

The Directory of Corporate Counsel, Fall 2020 Edition remains the only comprehensive source for information on the corporate law departments and practitioners of the companies of the United States and Canada. Profiling over 30,000 attorneys and more than 12,000 companies, it supplies complete, uniform listings compiled through a major research effort, including information on company organization, department structure and hierarchy, and the background and specialties of the attorneys. This newly revised two volume edition is easier to use than ever before and includes five quick-search indexes to simplify your search: Corporations and Organizations Index Geographic Index Attorney Index Law School Alumni Index Nonprofit Organizations Index Former 2016 -2017 Edition: ISBN 9781454871798 Former 2015 - 2016 Edition: ISBN 9781454856535 Former 2014 - 2015 Edition: ISBN 9781454843474 Former 2013 -2014 Edition: ISBN #9781454825913 Former 2012 -2013 Edition: ISBN #9781454809593 Former 2017-2018 Edition: ISBN #9781454884460 Former 2018 Mid-Year Edition: ISBN #9781454889250 Former 2019 Edition ISBN #9781543803488 Former 2020 Edition: ISBN #9781543810295;

The Licensing Update covers the year's most significant cases and developments in licensing. The annual update identifies critical trends that licensing professionals and practitioners must understand thoroughly in this rapidly evolving area and provides guidance from licensing experts in a variety of areas of specialty. Highlights of the 2020 Edition include fully updated chapters chapters in all of the major licensing topic areas: Updated listing of the top 150 licensors

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for 2020. See § 1.02. A new section discussing licensee standing to sue and jurisdiction over a licensor. See § 2.04. A completely updated section examining the year in review concerning copyright licensing. See § 3.02. A total rework of the patent licensing chapter to include such topics as: licensing of standard essential patents; controlling where patents are challenged; how explicit language is needed on whether sublicenses survive termination of the primary license; and patent licensing language interpretation. See Chapter 4. In international licensing issues, a critical look at jurisdictions such as Russia, Canada, and the European Union. See Chapter 7. New sections discussing trends in licensing, especially with respect to blockchain and IP enforcement. See Chapter 9. The bankruptcy chapter has been completely rewritten to discuss the Mission Products case. See Chapter 11. Note: Online subscriptions are for three-month periods. Previous Edition: Licensing Update 2019, ISBN 9781543811322;

Brand Licensing is the most exciting and inspiring element of the marketing mix, reaching all of us in every product sector from clothing, food, giftware, household, music and publishing to stationery and toys. Brand Licenses can come from a fantastic variety of backgrounds including the arts, design, entertainment, celebrities, online and sport. Whether you are a brand owner looking to license out your brand or a manufacturer thinking of buying into a license, getting it RIGHT has never been so important. *Secrets of Success in Brand Licensing* is written by Brand Licensing Industry experts, Andrew Levy and Judy Bartkowiak who share their years of practical experience and contacts worldwide to bring you the inside story on today's successful brand licensing campaigns. What is Brand Licensing?; What makes a successful Brand License?; The process of Brand Licensing; The role of key players in Brand Licensing; Promoting your

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Brand License; Maximising Retail Impact; Keeping up with information and news on Brand Licensing. There is a plethora of successful globally Licensed Brands all competing for a share of retail space. This book is the key to unlocking the inside track on Brand Licensing.

This practical guide for business persons, researchers and lawyers gives the basics of how to prepare for and conduct a technology license negotiation. It includes an explanation of how to succeed in licensing, a step-by-step approach for preparing for licensing, as well as a description of the "four clusters" of key terms in a licensing agreement and a form term sheet to be used as a tool for preparation. This guide can be used to train trainers in connection with WIPO's Successful Technology Licensing training toolkit.

The Church of Ireland's current hymn book was published in 2000. This new supplement contains some 200 hymns, songs and liturgical settings reflecting the best of church music to emerge since the compilation of the most recent edition of the Church Hymnal.

This valuable reference presents the "going" royalty rate for virtually any product, including over 1,500 products and services in ten lucrative categories--art, celebrity, character and entertainment, collegiate, corporate, designer, event, sports, nonprofit and music. The essential reference for both beginning and more experienced licensing professionals.

Knowing the "going" royalty rate for virtually any product is as simple as reaching for the newly published Licensing Royalty Rates, 2021 Edition .

Setting a royalty rate too high can scare away potential licensees, while accepting a lower rate can

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cost licensors hundreds of thousands of dollars.

Licensing Royalty Rates, 2021 Edition provides all the information you need to calculate the right rate every time. The data in Licensing Royalty Rates is compiled using information from the U.S. Patent and Trademark Office. After careful review by a blue-ribbon panel of expert licensing consultants uniquely qualified to know what the appropriate rate range is for specific properties in each licensing category, the information is organized into four time-saving sections that give researchers fast access to comprehensive statistical and analytical data:

Royalty rate listing alphabetically by licensed product --provides a detailed alphabetical listing of products and their suggested rate range across all product categories. Royalty rate listing by international trademark class--lets you quickly identify subtle royalty rate differences between similar products within specific international trademark classes.

Checklist of licensed products and services--offers a quick-reference to products with a high potential for licensing. Comprehensive list of licensed products and services--presents a detailed list of all surveyed products and services within a trademark class for preparing intent-to-use trademark applications. This detailed information gives both beginning and more experienced licensing professionals the confidence needed to negotiate the maximum allowable rate regardless of the product, the market and the

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parameters of the specific deal itself. Previous Edition: Licensing Royalty Rates, 2020 Edition, ISBN 9781543811315 Note: Online subscriptions are for three-month periods.

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Royalty rate listing alphabetically by licensed product

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This valuable reference presents the and“goingand” royalty rate for virtually any product, including over 1,500 products and services in ten lucrative categoriesand—art, celebrity, character and entertainment, collegiate, corporate, designer, event, sports, nonprofit and music. The essential reference for both beginning and more experienced licensing professionals. By Gregory J. Battersby, Charles W. Grimes Knowing the and“goingand” royalty rate for virtually any product is as simple as reaching for the

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detailed information gives both beginning and more experienced licensing professionals the confidence needed to negotiate the maximum allowable rate regardless of the product, the market and the parameters of the specific deal itself.

A Basic Guide to International Business Law aims to give students an understanding as well as practical knowledge of legal problems arising in the area of international business, and to equip them with the skills needed to prevent and tackle these problems.

All Chapters employ the same didactic structure.

Introductory case studies, examples, annotated case law, glossaries, diagrams, summaries and exercises are all designed to familiarize students quickly with relevant aspects of international (business) law.

A Basic Guide to International Business Law deals with the following topics:

- Introduction to International Private Law and European Law
- Legal aspects of negotiations
- International contracts: matters of jurisdiction and the law applicable to these contracts
- International contracts of sale
- Competition law
- Free movement of goods, workers, the freedom of capital and establishment and the freedom to provide services
- International payments
- Carriage of goods by road and sea
- Incoterms
- Entry modes (agents, representatives, distributors, licensing, franchising)

In a logical and persuasive manner, this class-tested casebook first provides background information

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about UCC Article 2 and the CISG, then addresses key issues in the order in which a lawyer is likely to encounter them in practice: Which law is applicable? Has a contract been formed? What are the terms of the contract? Has the contract been performed? If not, what are the available remedies for the injured party? Finally, the text concludes by considering third parties involved in the sales transactions and the law governing their obligations. Many problems refer students to international collections found on the Internet, and the text provides references to both unrevised and revised UCC Article 1. The Second Edition has been updated to reflect the newer version of the INCOTERMS (INCOTERMS 2010), and the Uniform Customs and Practice for Documentary Credits (UCP 600). Discussion of UCC Article 2 has been revised as a result of the Uniform Law Commission and American Law Institute dropping the proposed amendments. Features: Provides background information about UCC Article 2 and the CISG Addresses key issues in the order encountered in practice Which law is applicable? Has a contract been formed? What are the terms of the contract? Has the contract been performed? If not, what are the available remedies for the injured party? Covers third parties involved and the law governing their obligations Combines cases and problems for teaching flexibility a case analysis structure a problems approach a combination of the

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two. Provides explanatory material to teach basic principles before cases and problems introduced  
Presents contemporary, carefully edited cases  
Includes such cases as Hill v. Gateway (contract formation), Medical Marketing International v. Internazionale Medico Scientifica (warranties under the CISG and confirmation of an arbitral award), MCC-Marble Ceramic Center v. Ceramica Nuova D'Agostino (parol evidence and the CISG), Zabriskie Chevrolet v. Smith (contract performance under the UCC), Delchi Carrier SpA v. Rotorex Corp. (remedies under the CISG), Chatlos Systems v. National Cash Register (calculation of damages under the UCC), Robinson Helicopter Company v. Dana Corporation (availability of tort remedies), and Specht v. Netscape Communications Corp. (contract formation in licensing transaction over the Internet). Many problems refer to international collections on the Internet Provides references to both unrevised and revised UCC Article 1

Providing practical guidance on the negotiation and drafting of international agency, selective distribution systems, manufacturing licenses and trade mark licences, along with full precedents and clause-by-clause commentary, this edition has been revised to cover all changes made since 1991, for agreements both inside and outside the EU.

Whether you are a music publisher or songwriter looking to maximize the value of your music catalog,

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of a producer, ad agency, or internet music service seeking to clear music rights for products, performances, and other uses, the new Fourth Edition of Kohn On Music Licensing offers you comprehensive and authoritative guidance. Written by experts with over 70 years of combined hands-on experience, this one-of-a-kind resource takes you through the various music licensing processes, type-by-type and step-by-step. In clear, coherent language, they provide detailed explanations of the many kinds of music licenses, identify the critical issues addressed in each, and offer valuable strategy and guidance to both rights owners and prospective licensees. Kohn on Music Licensing, Fourth Edition Walks the reader through the history of the music publishing business, from Tin Pan Alley to the user-generated content phenomena of the present. Dissects the songwriter agreement, providing the reader with a clause-by-clause analysis and offering the best negotiating strategies to achieve the best possible outcome for their clients. Guides the reader through the complexities of co-publishing agreements, administration agreements, and international subpublishing agreements, with a report on the rapidly changing music licensing landscape in Europe. Takes on the intricacies of licensing music in sound recordings, from the traditional CD format to the newer delivery methods, including downloads, streams, ringtones and

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ringbacksand—including the rates and terms used in the U.S., Canada and the United Kingdom.

Confronts the pitfalls of licensing music for audiovisual works (synchronization licenses) using history as a guide, from the early talkies through streaming internet content. Explores new media and its impact on the licensing process. Technological developments have forced the industry to rethink licenses when dealing with videogames, computer software, karaoke, and digital print (including downloadable sheet music, lyric database websites, and digital guitar tabs.. Sizes up the digital sampling controversy and offers up suggestions for negotiating licenses for digital samples. Explores the ever-evolving concept of Fair Use and its application to the music industry. Provides the reader with a look at the landscape of licensing fees, including and“going ratesand” for synch, print, radio and& TV advertising, new media, and other licenses, to assist in negotiating the best rates for their clients. Proven tips and suggestions, along with the most up-to-date analysis, are given for the technical aspects of music licensing, from the perspective of both the rights owners and prospective licensees, including How to andquot;clearandquot; a license Advice on maximizing the value of your music copyrights Formalities of licensing Duration of copyright, renewal and termination of grants Typical fees And much more Every chapter of Kohn on Music

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Licensing has been completely updated in this expanded Fourth Edition. New topics include: New mechanical license fee regimes, including rates for ringtones and on-demand streaming for U.S., Canada, and U.K. New webcasting rates in the U.S., Canada, and U.K. All new chapter on User Generated Content and the new YouTube agreements. Print License chapter now discusses terms for digital print, digital guitar tabs, etc. Synch License chapter now covers terms for downloading and streaming of video International sub-publishing chapter now explains the rec

Annotation. For more than a decade, this book has been the definitive guide to franchises and licensing programs. In this third edition, author and prominent attorney Andrew J. Sherman expands his in-depth coverage to include international franchising initiatives. In addition, every chapter has been thoroughly updated to reflect new information on market responsiveness, compliance, and other key issues. The result is a truly global reference that will prove indispensable to companies and entrepreneurs alike. If you're involved in any aspect of franchising and licensing, you can't afford to be without the latest edition of this book. It became the industry standard immediately upon its original publication, opening up enticing opportunities for entrepreneurs as well as presenting new strategic options for corporations. Now the third edition gives it truly global reach. Expanded to include international as well as domestic (U.S.) franchising and licensing, it comprehensively covers the strategic, legal, financial, and operational aspects of these complex but highly profitable business structures.

Updated and expanded, this sixth edition is an essential

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resource for lawyers who work with clients and conduct business transactions in this area. The guide includes new chapters on types of licenses, software development agreements, and software development kits and application program interfaces. New and updated model forms are available on an accompanying website that you can access allowing you to customize for your own practice needs. International Marketing addresses global issues and describes concepts relevant to all international marketers, regardless of their international involvement. Notwithstanding the extent of global perspective that firms may have, they are affected by the competitive activity in the global marketplace. It is this perspective that the authors bring into this edition of the text. The text focuses on the strategic implications of competition in different markets. The environmental and cultural approach to international marketing permits a truly global orientation. Thus the reader's horizon is not limited to any specific nation but the text provides an approach and framework for identifying and analyzing the important cultural and environmental uniqueness of any nation or global region. Salient Features: ? 10 Indian cases included in the book ? New sections on negative impact of new communication tools, intellectual property rights in the international context, Brexit, inventive international negotiation etc. ? Thoroughly updated data, text, pictures and exhibits across the chapters ? More than 100 new academic articles and their findings integrated and cited across the chapters The single best resource for learning how technology can make the nursing experience as rewarding and successful as possible Essentials of Nursing Informatics provides the information and insights readers need to manage and process data to improve the quality and outcomes of healthcare. Topics include the use of computers in nursing administration, practice, education, and research; computer

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systems and information theory; electronic medical records, continuum of care information technology systems, and personal health records; coding; and government, clinical, and private sector system requirements. This revised and updated edition covers the latest changes in technology, administration, policy, and their effects on healthcare informatics in the U.S., with contributing international authors from Canada, South America, Europe, Asia, Australia, and New Zealand. The seventh edition includes section summaries, and each chapter includes sample test questions and answers. This updated seventh edition covers:

- Nursing Informatics Technologies
- Nursing Practice Applications
- System Standards
- Advanced Applications for the 4th Nursing IT Revolution
- System Life Cycle
- Educational Applications
- Informatics Theory Standards
- Research Applications
- Policies and Quality Measures in Healthcare

The second volume of the Basics of Licensing series, this book expands on the various licensing topics examined in the first, but from the contrasting perspective of the licensor or property owner. It provides a comprehensive overview of the unique considerations and steps a licensee should take in securing a license, developing a licensed product, and achieving distribution. The focal points addressed include selecting the right license for a product, best practices in product development, ethics and social compliance of licensing management, and more. In addition to the core commentary, this edition also features new administrative templates and licensing form agreements derived from actual transactions, tailored specifically for the licensee.

The Licensing Update covers the year's most significant cases and developments in licensing. The annual update identifies critical trends that licensing professionals and practitioners must understand thoroughly in this rapidly evolving area and provides guidance from licensing experts in

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a variety of areas of specialty.

Licensing Update 2017 is the definitive one-volume handbook covering the year's most significant cases and developments in licensing. It identifies critical trends that licensing professionals and practitioners must understand thoroughly in this rapidly evolving area. Up-to-date, incisive, analytical, and essential, this valuable manual helps you keep up with the explosive pace of licensing with guidance from licensing experts in their area of specialty. You'll find in-depth insights and valuable analysis on recent developments and important trends of licensing issues from leading practitioners who are experts in their field. Licensing Update 2017 is organized as a handy "quick reference" to help you save time in structuring stronger agreements to protect your licensing interest. You'll get extensive coverage of developments in audit and accounting practices, tax considerations, antitrust concerns and many of the bottom-line issues that you need to address to ensure day-to-day profitability of your license agreements. This valuable reference presents the -going- royalty rate for virtually any product, including over 1,500 products and services in ten lucrative categories--art, celebrity, character and entertainment, collegiate, corporate, designer, event, sports, nonprofit and music. The essential reference for both beginning and more experienced licensing professionals. By Gregory J. Battersby, Charles W. Grimes Knowing the -going- royalty rate for virtually any product is as simple as reaching for the newly published Licensing Royalty Rates, 2017 Edition . Setting a royalty rate too high can scare away potential licensees, while accepting a lower rate can cost licensors hundreds of thousands of dollars. Licensing Royalty Rates, 2017 Edition provides all the information you need to calculate the right rate every time. The data in Licensing Royalty Rates is compiled using information from the U.S. Patent and Trademark Office. After careful review by a blue-

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ribbon panel of expert licensing consultants uniquely qualified to know what the appropriate rate range is for specific properties in each licensing category, the information is organized into four time-saving sections that give researchers fast access to comprehensive statistical and analytical data:

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Julie L. Davis and Suzanne Harrison Today's corporations are always on the lookout for exciting new and innovative ideas that can be used to generate revenue. Up until recently, this meant taking these ideas and turning them into products or services, which could then be sold for profit. But today, a unique new concept is revolutionizing the way companies are getting value from ideas. Instead of incorporating them into products or services, today's innovations may be bartered, licensed or sold in the "idea" stage for tremendous amounts of money. For example, IBM currently receives well over \$1 billion in revenue every year from licensing its intellectual property, unrelated to the manufacture of a single product. Today more and more companies are adopting this

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idea of turning their legal departments, where intellectual property is housed, from cost centers into profit centers. Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets takes an in-depth look at the revolutionary concept of Intellectual asset management (IAM). IAM is changing the way companies all over the world are doing business. In their careers as business consultants, the authors have been privileged to meet individuals who were clearly ahead of their time when it came to realizing value from their companies' innovations. Based on their interactions with the ICM Gathering--an international group of companies who meet several times a year to create, define and benchmark best practices in the area of IAM--the authors have compiled a wealth of knowledge and successful stories that illustrate how far businesses have come in their ability to leverage and monetize their intellectual assets. Incorporating stories and teachings from some of the most successful companies in the world -- such as Hewlett-Packard, IBM, Procter & Gamble, Rockwell, Dow, Ford and many others -- the authors have made an exhaustive study of IAM and its implications for today's businesses. They have culled a hierarchy of best practices that today's companies can integrate into their own business philosophies to gain the best return from their intellectual assets.

In the fast-paced, multi-billion dollar licensing industry, you don't have time to reinvent the wheel every time you need to draft or negotiate a strong, enforceable licensing agreement. License Agreements: Forms and Checklists, Second Edition puts at your fingertips -- and on your computer screen -- all the critical tools needed to draft, negotiate, and finalize licensing deals more quickly and effectively. In this one comprehensive resource, License Agreements: Forms and Checklists, Second Edition, you'll find at your fingertips: Over sixty fully editable sample agreements that can be easily

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modified to meet your needs in virtually any transaction, both for US and international deals. Agreements covering a wide range of licensable subjects including patents, software, athletic endorsements, wireless distribution and mobile content. An introduction and practice tips for each form explaining their purpose and applicability. In-depth analysis of the legal principles you must consider when drafting agreements, from both the licensor and the licensee perspective. Authoritative discussions of "hot issues" that will likely come up for negotiation and how to handle them. CD-ROM containing all of the forms discussed in the text for ease of use. Compiled by nationally renowned licensing law authorities Gregory J. Battersby and Charles W. Grimes, this time-saving reference gives you proven-effective agreements that can be used as the starting point for the preparation and negotiation of virtually any licensing transaction.

Licensing Update 2019 is the definitive one-volume handbook covering the year's most significant cases and developments in licensing. It identifies critical trends that licensing professionals and practitioners must understand thoroughly in this rapidly evolving area. Up-to-date, incisive, analytical, and essential, this valuable manual helps you keep up with the explosive pace of licensing with guidance from licensing experts in their area of specialty. You'll find in-depth insights and valuable analysis on recent developments and important trends of licensing issues from leading practitioners who are experts in their field. Licensing Update 2019 is organized as a handy "quick reference" to help you save time in structuring stronger agreements to protect your licensing interest. You'll get extensive coverage of developments in audit and accounting practices, tax considerations, antitrust concerns and many of the bottom-line issues that you need to address to ensure day-to-day profitability of your license agreements.

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Note: Online subscriptions are for three-month periods.

Previous Edition: Licensing Update 2018, ISBN

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