

# FROM IDEAS TO ASSETS

INVESTING WISELY IN  
INTELLECTUAL PROPERTY

BRUCE BERMAN

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# From Ideas To Assets Investing Wisely In Intellectual Property

**Bruce Berman**



## **From Ideas To Assets Investing Wisely In Intellectual Property:**

*From Ideas to Assets* Bruce Berman, 2002-07-01 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 *Strategies for Investing in Intellectual Property* David S. Ruder, 2008 This book is an essential tool for understanding the range of IP investment strategies and how companies unlock value and profit from it It provides a valuable tutorial for businesspeople entrepreneurs analysts and dealmakers seeking better to understand with clear examples the components of different IP categories and their value creating applications

**From Assets to Profits** Bruce Berman, 2008-12-03 Edited by IP communications expert Bruce Berman and with contributions from the top names in IP management investment and consulting *From Assets to Profits Competing for IP Value and Return* provides a real world look at patents copyrights and trademarks how intellectual property assets work and the subtle and not so subtle ways in which they are used for competitive advantage Authoritative and insightful *From Assets to Profits* reveals the most relevant ways to generate return on innovation with advice and essential guidance from battle tested IP pros *Essentials of Intellectual Property* Alexander I. Poltorak, Paul J. Lerner, 2002-10-24 **ESSENTIALS OF INTELLECTUAL PROPERTY** 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 intellectual property Alexander Poltorak and Paul Lerner have written the definitive primer on intellectual property for business professionals Thorough in its coverage and understandable in its delivery *Essentials of Intellectual Property* provides not only an outstanding summary of intellectual property basics but a useful and sensible strategy for using intellectual property to the best needs of a business Poltorak and Lerner have combined their in depth knowledge of patent law with their savvy business skills to yield an indispensable reference for the business professional Jeffrey L Brandt Patent Attorney Former Senior Vice President and Intellectual Property Licensing Counsel [priceline.com](http://priceline.com) Alex Poltorak and Paul

Lerner have pulled off a mighty feat with *Essentials of Intellectual Property*. They have crafted a work that is clear for the beginning practitioner while nuanced and sophisticated for the savvy tech transfer and IP management veteran. Lively and often witty writing is a treat not often found in tomes on what can be a dry subject. With *Essentials of Intellectual Property* the practitioner has a new literary tool fortifying IP strategy to the business reality of tomorrow. Edward Kahn, Founder and President EKMS Inc, Cambridge MA. This critically important new volume of work not only provides the professional with a greater knowledge of this vast subject but also the novice with a better understanding and appreciation for the results of their creative abilities. Lawrence J. Udell, Executive Director, California Invention Center, Professor of New Ventures and Entrepreneurship, The Wiley Essentials Series, because the business world is always changing and so should you.

*The Economic Structure of Intellectual Property Law* William M. Landes, Richard A. Posner, 2009-06-30. This book takes a fresh look at the most dynamic area of American law today comprising the fields of copyright, patent, trademark, trade secrecy, publicity rights, and misappropriation. Topics range from copyright in private letters to defensive patenting of business methods, from moral rights in the visual arts to the banking of trademarks, from the impact of the court of patent appeals to the management of Mickey Mouse. The history and political science of intellectual property law, the challenge of digitization, the many statutes and judge-made doctrines, and the interplay with antitrust principles are all examined. The treatment is both positive oriented toward understanding the law as it is and normative oriented to the reform of the law. Previous analyses have tended to overlook the paradox that expanding intellectual property rights can effectively reduce the amount of new intellectual property by raising the creators' input costs. Those analyses have also failed to integrate the fields of intellectual property law. They have failed as well to integrate intellectual property law with the law of physical property, overlooking the many economic and legal doctrinal parallels. This book demonstrates the fundamental economic rationality of intellectual property law but is sympathetic to critics who believe that in recent decades Congress and the courts have gone too far in the creation and protection of intellectual property rights.

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Reviews of this book

Chicago law professor William Landes and his polymath colleague Richard Posner have produced a fascinating new book. *The Economic Structure of Intellectual Property Law* is a broad ranging analysis of how intellectual property should and does work. Shakespeare's copying from Plutarch, Microsoft's incentives to hide the source code for Windows, and Andy Warhol's right to copyright a Brillo pad box as art are all analyzed, as is the question of the status of the

all bran cereal called All Bran Nicholas Thompson New York Sun Reviews of this book Landes and Posner each widely respected in the intersection of law and economics investigate the right mix of protection and use of intellectual property IP This volume provides a broad and coherent approach to the economics and law of IP The economics is important understandable and valuable R A Miller Choice Intellectual property is the most important public policy issue that most policymakers don't yet get It is America's most important export and affects an increasingly wide range of social and economic life In this extraordinary work two of America's leading scholars in the law and economics movement test the pretensions of intellectual property law against the rationality of economics Their conclusions will surprise advocates from both sides of this increasingly contentious debate Their analysis will help move the debate beyond the simplistic ideas that now tend to dominate Lawrence Lessig Stanford Law School author of The Future of Ideas The Fate of the Commons in a Connected World An image from modern mythology depicts the day that Einstein pondering a blackboard covered with sophisticated calculations came to the life defining discovery Time Landes and Posner in the role of that mythological Einstein reveal at every turn how perceptions of economic efficiency pervade legal doctrine This is a fascinating and resourceful book Every page reveals fresh provocative and surprising insights into the forces that shape law Pierre N Leval Judge U S Court of Appeals Second Circuit The most important book ever written on intellectual property William Patry former copyright counsel to the U S House of Representatives Judiciary Committee Given the immense and growing importance of intellectual property to modern economies this book should be welcomed even devoured by readers who want to understand how the legal system affects the development protection use and profitability of this peculiar form of property The book is the first to view the whole landscape of the law of intellectual property from a functionalist economic perspective Its examination of the principles and doctrines of patent law copyright law trade secret law and trademark law is unique in scope highly accessible and altogether greatly rewarding Steven Shavell Harvard Law School author of Foundations of Economic Analysis of Law

**The influence of intellectual property rights on international business** Michael

Reber, 2004-05-05 Inhaltsangabe Abstract In recent years governments international organisations and companies have all strengthened their activities regarding intellectual property rights IPR On the one hand these activities are a response to developments in technology politics and international business i.e. the globalisation processes in general On the other hand these activities reinforce the globalisation processes Similar to many other global trends there is a strong interdependence between cause and effect However it is unquestionable that IPR have become increasingly important in the last few years both on the macro and micro economic level and there is ample evidence to believe that this trend will accelerate in the future Today and even more in the future nobody can afford to ignore the implications of IPR neither governments nor management boards Intellectual property is one of the key tools of future international business Most international companies have already included related topics like intellectual capital or intangible assets into their business strategies However also

governments have to recognise the growing importance of intellectual property rights The legal framework for IPR is a considerable factor of the success of their national economies and hence the wealth of their countries This thesis analyses the influence of IPR on countries and companies In addition to the economical aspects of IPR the historical philosophical and other factors are given due consideration Furthermore this work examines the chances and risks of the new IP related conditions for countries and companies as well as suitable strategies to cope with the new requirements Companies have to create intelligent patent strategies in order to protect their assets to use effectively their R D resources and thus to stay competitive Intellectual property can be used as shield and sword in the battle against competitors

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*Driving Innovation* Michael A. Gollin,2008-02-04 How does IP balance the exclusive rights of innovators with public demand for access to their innovations How can organizations manage IP strategically to meet their goals How do IP strategies play out on the global stage *Driving Innovation* reveals the dynamics of intellectual property IP as it drives the innovation cycle and shapes global society The book presents fundamental IP concepts and practical legal and business strategies that apply to all innovation communities including industry non profit institutions and developing countries Further it draws on the author s broad experience news headlines and precedent setting lawsuits relating to patents trademarks copyright and trade secrets from biotechnology to the open source movement General readers and students will welcome the lively overview of this complex topic while executives and practitioners can gain new insights and valuable approaches for putting ideas to work and navigating within or changing the global IP system to expand innovation

**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

Intellectual Property Protection for Multimedia Information Technology Sasaki, Hideyasu,2007-12-31 Since previously published intellectual property law and business research discusses institutional analyses without interdisciplinary insights by technical experts and technical references tend to concern engineering solutions without considering the social impact of institutional protection of multimedia digital information there is a growing demand for a resource that bridges the gap between multimedia intellectual property protection law and technology *Intellectual Property Protection for Multimedia Information Technology* provides scholars management professionals researchers and lawyers in the field of multimedia information technology and its institutional practice with thorough coverage of the full range of issues surrounding

multimedia intellectual property protection and its proper solutions from institutional technical and legal perspectives

**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

**Innovations in Securitisation Yearbook 2006** Jan Job de Vries Robbé, Paul A. U. Ali, 2006-01-01 Despite fears that regulators around the world would act to curtail securitisation severely in the aftermath of the collapse of Enron WorldCom and Parmalat the securitisation industry has witnessed what can only be described as relentless innovation Securitisation remains one of the most important means for financial institutions to diversify their funding transfer credit risk and manage solvency requirements This volume the second in a series focusing on the latest innovations in the global securitisation industry provides advisers with detailed guidance on key structural and legal issues of innovative securitisations as well as describing the most recent developments in the accounting and risk capital treatment of securitisation transactions The contributors represent a wide range of expert participants in the design execution and regulation of securitisation transactions Among the critical features of contemporary securitisation covered are the following project finance CLOs securitisation of equity risk securitisation of commodity risk through commodity trigger swaps the convergence of structured credit and securitisation markets innovation in RMBS negative equity transactions innovation in CMBS A B structure new markets in Europe Japan and Islamic countries catastrophe risk securitisation effect of recent US bankruptcy legislation on synthetics microfinance loan securitisation in emerging markets public sector securitisation securitisable intellectual property application of accounting standards in a rapidly changing environment and updated analysis of Basel II The practical perspective of the contributions combined with the extensive use of case studies of key

transactions should make this volume an invaluable resource for lawyers as well as legal and business academics interested in the very latest developments in the global securitisation markets

**QFINANCE: The Ultimate Resource, 4th edition** Bloomsbury Publishing, 2013-09-26 QFINANCE The Ultimate Resource 4th edition offers both practical and thought provoking articles for the finance practitioner written by leading experts from the markets and academia The coverage is expansive and in depth with key themes which include balance sheets and cash flow regulation investment governance reputation management and Islamic finance encompassed in over 250 best practice and thought leadership articles This edition will also comprise key perspectives on environmental social and governance ESG factors essential for understanding the long term sustainability of a company whether you are an investor or a corporate strategist Also included Checklists more than 250 practical guides and solutions to daily financial challenges Finance Information Sources 200 pages spanning 65 finance areas International Financial Information up to date country and industry data Management Library over 130 summaries of the most popular finance titles Finance Thinkers 50 biographies covering their work and life Quotations and Dictionary

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



cybersquatting legal and procedural principles The book also shows readers how to properly use new vehicles of intellectual property protection for novel software biotech and business method inventions Additionally it examines trademark protection for domain names and other ancillary matters that fall within the genre of intellectual property protection This informative text Covers all of the major areas of intellectual property development and protection in clear layman s terms so as to be easily understood by technology and science professionals Provides detailed outlines of patent trademark copyright and unfair competition laws Offers essays on famous and noteworthy inventors and their inventions and features a copy of the first page of patents resulting from these inventors efforts Covers many new high profile cases covering patent protection within the mobile communications industry Intellectual Property Law for Engineers Scientists and Entrepreneurs Second Edition is an excellent text for graduate and undergraduate engineering students as well as professionals and those starting a new technology business who need to know all the laws concerning their inventions and creations *Making Innovation Pay* Bruce Berman,2006-06-12 Many companies and executives talk about patents but few can demonstrate significant returns from them Who are the elite companies and managers that have created wealth and profit from IP rights and how have they done it What do they advise others do to achieve higher profit margins better returns on costly R D and increased shareholder value This reader friendly book focuses on ten companies and managers advisors who have successfully implemented wealth generating patent programs and shows you how you can do it too *Fundamentals of Patenting and Licensing for Scientists and Engineers* Matthew Y. Ma,2015 This comprehensive book is the first of its kind to take scientists and engineers beyond simply getting a patent granted Through the author s extensive technical background and experience in intellectual property licensing it ties the many technical legal and business aspects of patent enforcement to the innovation and patenting stage in the patent value chain with the objective of helping inventors to create valuable patents that can be capitalized In easy to understand language this book covers various aspects including basic concepts of patent laws and rules innovation protection patenting patents post granting and patent licensing With over 40 tables 70 figures nearly 100 cases and examples and a comprehensive index table it serves as a practical handbook for inventors and patent practitioners This second edition incorporates the latest changes in the America Invents Act AIA with additional case studies and illustrations throughout the book For inventors who want to file patents by themselves this new edition provides guidelines and step by step instructions on preparing and filing a US provisional patent application while avoiding the pitfalls that commonly occur in do it yourself patenting **Real Options and Intellectual Property** Philipp N. Baecker,2007-08-06 This book proposes an integrated approach to patent risk and capital budgeting in pharmaceutical research and development R and D developing an option based view OBV of imperfect patent protection which draws upon contingent claims analysis stochastic game theory as well as novel numerical methods The text re initiates a discussion about the contribution of quantitative frameworks to value based R and D management Leveraging Patents Financially Dominic de Vries,2012-02-02 Based on

expert interviews and a large scale survey Dominic de Vries provides one of the first in depth empirical studies into how patents contribute to companies access to external financial sources He identifies and analyses the actual extent and influence factors of financial patent utilization across company size clusters and patent intensive industry sectors in Germany

Information Communication Technologies: Concepts, Methodologies, Tools, and Applications Van Slyke, Craig, 2008-04-30 The rapid development of information communication technologies ICTs is having a profound impact across numerous aspects of social economic and cultural activity worldwide and keeping pace with the associated effects implications opportunities and pitfalls has been challenging to researchers in diverse realms ranging from education to competitive intelligence

**Competition Law and Patents** Irina Haracoglou, 2008-01-01 This is an incredibly interesting book on an increasingly pertinent topic the book is succinctly written and provides a comprehensive overview of EU law providing a really useful analysis of the European cases concerned with the imposition of a duty to deal in relation to intellectual property This book is a thoroughly enjoyable read and perhaps because of its brevity the author retains her focus on the central issues being examined I found it to be engaging and thought provoking Jane Nielsen Competition and Consumer Law Journal The book caters for various groups ranging from those with a general interest in competition law patent law and or biopharmaceuticals to students who want to understand how competition and intellectual property work in practice or to understand the interface between the two policies and from practitioners and policymakers to people within the biopharmaceutical industry itself Journal of Intellectual Property Rights Using the example of research tools in biopharmaceutical research and innovation this book examines the complexities of the relationship between two fundamental areas of law and policy intellectual property rights and competition law It addresses a question that is certain to become paramount in other industries also how to strike the balance between initial and follow on innovation so as to ensure that access to essential research tools or other fundamental elements to follow on innovation is not impeded The book concludes by suggesting how competition law could be used to complement the patent balance Competition Law and Patents caters for various groups ranging from those with a general interest in competition law patent law and or biopharmaceuticals to students who want to understand how competition and intellectual property work in practice or to understand the interface between the two policies and from practitioners and policymakers to people within the biopharmaceutical industry itself

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