



# The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities

*From Wiley*

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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

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## **Editorial Review**

### **Review**

"When I first skimmed this book, I thought it was nothing more than a collage of independent articles-but was I ever wrong! Bob Goldscheider has masterfully pulled together an excellent up-to-date position on licensing best practices in several jurisdictions. The flow is excellent. The information I need is well categorized and it's already proving to be an excellent resource. Bob's choice of authors is exceptional. I personally know all of them and take great stock in their advice that they so willingly provide."

John H. Woodley  
Past President  
Licensing Executives Society

"A comprehensive digest of national and international advances and developments in licensing! Licensing Best Practices is a veritable anthology and compendium on general and industry-specific licensing practices and licensable intellectual property assets. It is a handbook every licensing executive and intellectual property practitioner will want to peruse and keep on their desk!"

Karl F. Jorda  
David Rines Professor of Intellectual Property Law & Industrial Innovation  
Franklin Pierce Law Center  
Concord NH

"It was a great privilege to be given the opportunity to preview this outstanding work. The Licensing Executives Society is the world's leading organisation of technology licensing and management professionals. Bob Goldscheider and his team have drawn upon the rich resources of its members to produce a work of immediate impact and lasting influence on a field of economic endeavor which, as the work itself shows, is expanding exponentially. Don't leave home without it."

Des Ryan  
Consultant (and former Partner)  
Davies Collison Cave, Patent Attorneys and Barristers and Solicitors  
Melbourne, Australia

"This book does serious double duty. It is a helpful primer for business executives and people breaking into the licensing field because it provides broad, often in-depth coverage. It also serves a helpful purpose for seasoned licensing executives and lawyers: first, it endorses many of the things that we do and think and hence serves as a reality check; second, at a deeper level, it proposes techniques and analyses, some of which are necessarily new to each of us because the thing about licensing is that you learn every time out. This book provides learning for even the most seasoned."

Roger M. Milgrim  
Partner  
Paul, Hastings, Janofsky & Walker LLP

"Licensing Best Practices is a necessary book for any person involved in licensing. The book provides valuable, practical insights that can be readily utilized in licensing matters. The comprehensive contents are

set forth in understandable, reader-friendly language. I highly recommend this work."

Michael A. Epstein  
Chair, Intellectual Property and Technology Practice  
Weil, Gotshal & Manges LLP

"Bob Goldscheider's [author and editor] books always combine a solid and even scholarly knowledge of the law with the practicalities of doing business in the complex world of licensing. In this newest work, which will be of value to both industrial and university licensing professionals, the emphasis is on 'how to do it' in many different environments, with each chapter written by renowned experts"

Lita Nelsen  
Director, Technology Licensing Office  
Massachusetts Institute of Technology

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Director, Technology Licensing Office

Massachusetts Institute of Technology

#### From the Inside Flap

As companies seek new streams of profit from their intellectual property—such as patents, trademarks, copyrights, proprietary technologies, and domain names—it is more important than ever that licensing professionals have access to accurate information and creative thinking. This book is designed to keep licensing professionals up to date on current changes and future opportunities in this dynamic field.

The Licensing Executives Society International is the global coordinating body of 27 national and regional LES professional organizations dedicated to the continuing education of its members and those professionals who desire guidance in the field of licensing and technology management. In *The LESI Guide to Licensing Best Practices*, 33 esteemed members of LES present 23 chapters covering a wide range of vital topics for its targeted audiences.

This unique collection of articles by the best and brightest of LES provides practical insight and sophisticated discussions of truly important contemporary issues. It offers real-world analyses of modern trends and procedures, as well as a look into the future of licensing and the identification of opportunities to be found there. The landscape of modern licensing is changing rapidly and *The LESI Guide to Licensing Best Practices* is packed with case studies and expert advice that will keep licensing professionals at the top of their game, no matter where the future leads.

Among the highlights of the book are chapters covering licensing issues, procedures, and regulations in Europe, the Middle East, Australia, and Asia; the do's and don'ts of licensing agreements; patent procedure changes in the United States and Europe; licensing issues on the Internet; technology valuation; the increasing employment of consultants; and licensing trends in specific fields.

This definitive and clearly written resource will serve the needs of licensing executives, in-house counsel, IP consultants, serious students, and professionals who deal with licensing issues, whether on a regular or occasional basis.

## Users Review

### From reader reviews:

#### Eddie Horton:

In this 21st one hundred year, people become competitive in every single way. By being competitive now, people have to do something to make these individuals survive, being in the middle of typically the crowded place and notice by simply surrounding. One thing that oftentimes many people have underestimated the idea for a while is reading. That's why, by reading a reserve your ability to survive improve then having chance to stand up than other is high. To suit your needs who want to start reading a new book, we give you this *The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities* book as basic and daily

reading reserve. Why, because this book is greater than just a book.

**Billy Golden:**

The reason? Because this The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities is an unordinary book that the inside of the publication waiting for you to snap this but latter it will shock you with the secret the item inside. Reading this book alongside it was fantastic author who else write the book in such awesome way makes the content on the inside easier to understand, entertaining way but still convey the meaning entirely. So , it is good for you for not hesitating having this any more or you going to regret it. This amazing book will give you a lot of gains than the other book have got such as help improving your expertise and your critical thinking approach. So , still want to hesitate having that book? If I were you I will go to the guide store hurriedly.

**Delaine Valencia:**

Are you kind of stressful person, only have 10 or maybe 15 minute in your day to upgrading your mind ability or thinking skill actually analytical thinking? Then you are experiencing problem with the book as compared to can satisfy your limited time to read it because pretty much everything time you only find book that need more time to be go through. The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities can be your answer because it can be read by anyone who have those short free time problems.

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