



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

From Wiley



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

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

 [Download The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities](#) (pdf)

 [Read Online The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities](#) (pdf)

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

*From Wiley*

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

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

## **The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley Bibliography**

- Sales Rank: #2091261 in Books
- Published on: 2002-05-15
- Original language: English
- Number of items: 1
- Dimensions: 10.31" h x 1.63" w x 7.34" l, 2.50 pounds
- Binding: Hardcover
- 501 pages



[Download The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities.pdf](#)



[Read Online The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities.pdf](#)



**Download and Read Free Online The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley**

---

## **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

#### From the Publisher

"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 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

#### 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:

#### Terry Matlock:

Have you spare time for any day? What do you do when you have more or little spare time? Yep, you can choose the suitable activity with regard to spend your time. Any person spent their spare time to take a go walking, shopping, or went to typically the Mall. How about open or read a book called *The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities*? Maybe it is to get best activity for you. You recognize beside you can spend your time along with your favorite's book, you can wiser than before. Do you agree with it has the opinion or you have additional opinion?

**James Furlow:**

As people who live in the particular modest era should be change about what going on or details even knowledge to make these people keep up with the era that is always change and move forward. Some of you maybe may update themselves by reading books. It is a good choice for you personally but the problems coming to a person is you don't know which one you should start with. This The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities is our recommendation so you keep up with the world. Why, since this book serves what you want and need in this era.

**Mary Buss:**

Now a day individuals who Living in the era just where everything reachable by talk with the internet and the resources inside it can be true or not demand people to be aware of each facts they get. How a lot more to be smart in getting any information nowadays? Of course the reply is reading a book. Reading a book can help persons out of this uncertainty Information specifically this The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities book because this book offers you rich facts and knowledge. Of course the data in this book hundred percent guarantees there is no doubt in it you may already know.

**Louis Ono:**

The ability that you get from The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities could be the more deep you excavating the information that hide within the words the more you get interested in reading it. It does not mean that this book is hard to be aware of but The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities giving you thrill feeling of reading. The article writer conveys their point in particular way that can be understood by means of anyone who read this because the author of this guide is well-known enough. This specific book also makes your own vocabulary increase well. Therefore it is easy to understand then can go with you, both in printed or e-book style are available. We suggest you for having that The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities instantly.

**Download and Read Online The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley #DAQCPHXKWOS**

# **Read The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley for online ebook**

The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley books to read online.

## **Online The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley ebook PDF download**

**The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley Doc**

**The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley MobiPocket**

**The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities From Wiley EPub**