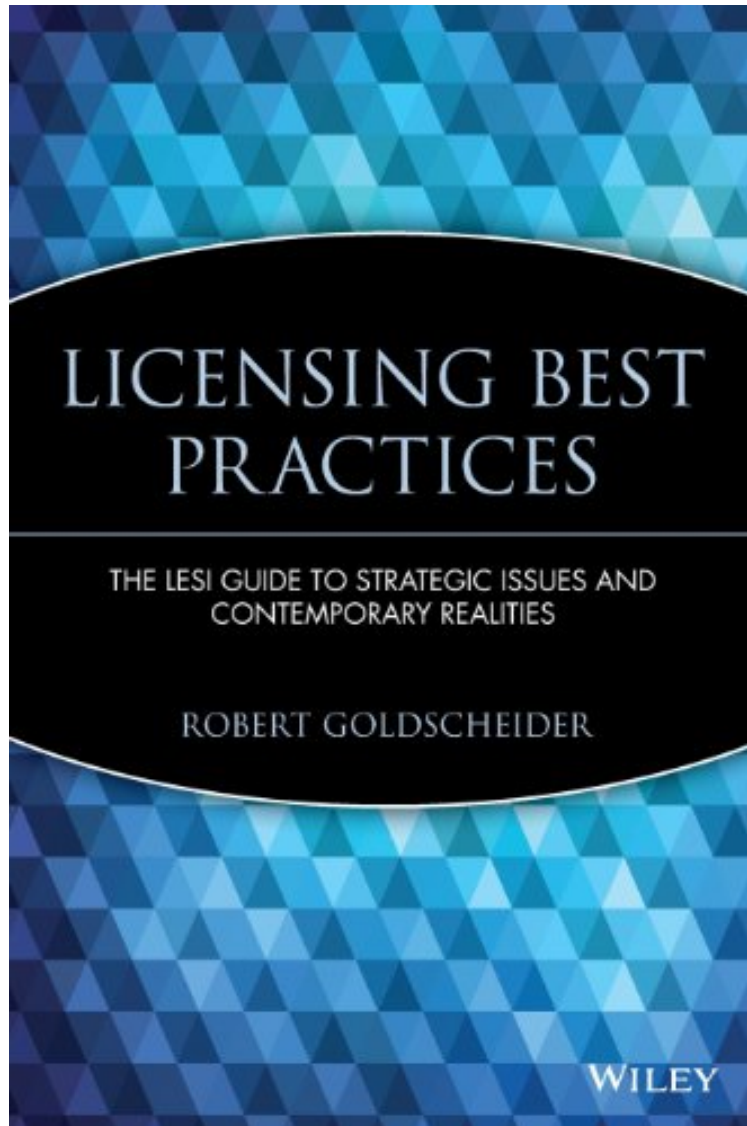


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# The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities

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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

"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. 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