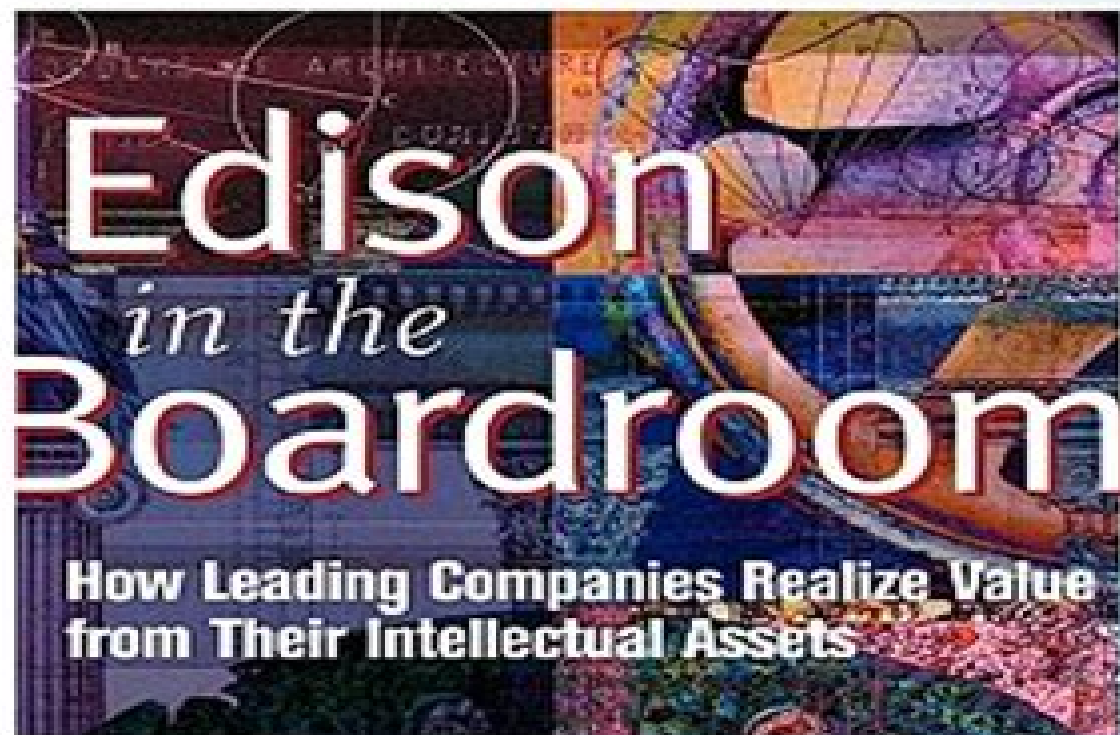




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Edison In The Boardroom How Leading Companies Realize Value From Their Intellectual Assets

Wim Helwegen, Luca Escoffier



Edison In The Boardroom How Leading Companies Realize Value From Their Intellectual Assets:

Edison in the Boardroom Julie L. Davis, Suzanne S. Harrison, 2002-04-08 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 idea of turning their legal departments where intellectual property is housed from cost centers into profit centers.

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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.

Edison in the Boardroom Julie L. Davis, Suzanne

S. Harrison, 2002-04-08 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 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. *Edison in the Boardroom Revisited* Suzanne S. Harrison, Patrick H. Sullivan, 2011-10-31

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. Proactive Law for Managers George Siedel, Helena Haapio, 2016-04-22 Savvy managers no longer look at contracts and the law reactively but use them proactively to reduce their costs, minimize their risks, secure key talent, collaborate to

innovate protect intellectual property and create value for their customers that is superior to that offered by competitors To achieve competitive advantage in this way managers need a plan Proactive Law for Managers provides this plan The Manager s Legal Plan™ George Siedel and Helena Haapio first discuss the traditional reactive approach used by many managers when confronted with the law then contrast it with a proactive approach that enables the law and managers legal capabilities to be used to prevent problems promote successful business and achieve competitive advantage Proactive Law for Managers shows how to use contracts and the law to create new value and innovate in often neglected areas and implement ideas in a profitable manner

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

Intellectual Property Asset Management Claire Howell, David Bainbridge, 2014-01-03 In the new knowledge intensive economies Intellectual assets increasingly play a key part on balance sheets There is an increasing global awareness that in order to promote innovation and the growth of the economy businesses must fully recognise and exploit their intellectual assets A company s ability to innovate rapidly and successfully is now regarded as essential and most breakthroughs are made by Small and Medium sized Enterprises SMEs usually with no in house legal professionals to help them It is essential that those working with or creating intellectual property rights IPR are aware of the basics of Intellectual Property Law Intellectual Property Asset Management provides business and management students at all levels with an accessible straight forward explanation of what the main Intellectual Property rights are and how these rights are protected Locating the subject squarely in a business context and using case studies and examples throughout drawn from a wide range of business organisations it explains how an organisation can exploit their rights through licensing franchising and other means in order to make the best possible use of their IP assets This book will provide students with the basic Intellectual Property law knowledge needed to identify a potential IP issue the tools and understanding to assess an IP breach the ability to identify where the problem cannot be

solved in house and where expert legal assistance is required the knowledge required to work effectively with lawyers and other legal professionals to achieve the desired outcome

Introduction to Smart eHealth and eCare Technologies Sari Merilampi, Andrew Sirkka, 2016-11-18 Enables decision makers to evaluate the impact of technology introduction on process efficiency cost savings and health and care quality improvements Presents real world implementations case studies and field trials Contains contributions from experts in industry the public sector and academia Provides an extensive overview of the current situation and future trends in well being technology

The Economics of Innovation and Intellectual Property Professor Emerita Bronwyn H Hall, Professor Christian Helmets, 2024-10-18 This textbook introduces readers to the economics of innovation covering innovation basics the measurement of returns to innovation for individuals and the economy and the use of intellectual property protection by innovators The book focuses on the various ways patents have been used by industry to secure returns to innovation as well as the strategic use of patents and it emphasizes present day technologies such as pharmaceuticals and AI Clearly organized and highly readable the text offers a useful introduction to economics business public policy and legal studies and provides a comprehensive collection of references and information from a variety of sources across disciplines

Towards Intellectual Property Rights Management Dolores Modic, Nadja Damij, 2018-01-16 This book provides insights into the intellectual property rights IPR managerial practices of key IPR executives from a range of multinational companies including major research and development firms It identifies gaps in IPR management and considers the Tabular Application Development TAD methodology IPR process optimisation model The authors adopt an interdisciplinary approach providing a conceptual framework derived from practice and enriched with theoretical insights and offering organisational recommendations In taking into account both Back and Front office processes Towards Intellectual Property Rights Management will help businesses navigate the maze of IPR and maximise the value they get from innovation

Valuing Intellectual Property in Japan, Britain and the United States Ruth Taplin, 2004-06-02 The book includes thorough coverage of developments in Japan which as the country where significantly more new patents are registered each year than in any other country is particularly important for this subject

iProperty William Barrett, Christopher Price, Thomas Hunt, 2008-01-07 In today s turbulent global economy companies establish competitive advantage by creating the most exciting ideas and taking them to market To sustain this competitive advantage and thrive long term innovative companies must use intellectual property to protect their valuable ideas iProperty explores the intellectual property strategies and tactics used by successful companies to protect ideas It answers the question If I m serious about strategically deploying intellectual property in a way that benefits my bottom line what should I do on Monday morning to make that happen Too often books dealing with strategy remain high level and vague while intellectual property books frequently bog the reader down in the intricacies of patent laws and regulations Avoiding these extremes iProperty emphasizes the concrete details involved in actual implementation and provides executives managers and attorneys with

practical advice for developing and executing a strategic intellectual property plan that will yield a measurable return on investment

Intellectual Property Rights and the Financing of Technological Innovation Carl Benedikt Frey, 2013-01-01 A major contribution to the literature on the role of intellectual property rights IPR for the financing of innovation The book is extensively researched and provides compelling insights for IPR managers technology investors and policymakers trying to promote the efficiency of capital markets and national systems of innovation Knut Blind Berlin University of Technology Germany Following the transition of industrial nations to knowledge economies the financing of technological innovation has become a central issue in public policy corporate finance and business management This detailed book examines the role of intellectual property rights in facilitating the financing of technological innovation as well as the role of policy makers investors and managers in this process The book s central finding is that public policy plays a key role in promoting the corporate disclosure of intellectual property related information to enhance the efficiency of capital markets This not only reduces the costs of capital for technology driven firms but ultimately spurs innovation and economic growth Intellectual Property Rights and the Financing of Technological Innovation will strongly appeal to research students and academics policy makers intellectual property professionals equity analysts credit rating analysts and executives in the pharmaceutical industry

Patent Aggregating Companies Frauke Rüther, 2012-11-27 Entering the post industrial age knowledge has become an important asset for sustained competitive advantage In recent years a new type of patent acquirers has emerged These companies do not produce goods and therefore do not need patents in their historical meaning they acquire patents and aggregate patent portfolios and little is known about them This book defines patent aggregating companies and explores their strategies activities and their evolution over time as well as how producing companies can utilize them to leverage their patent portfolios

Entrepreneurship and Innovation During Austerity I. Chaston, 2013-07-30 Uses research and real world case materials to examine how market performance can be sustained even during a period of austerity by the implementation of innovation based growth opportunities and the exploitation of technology

Industrial Chocolate Manufacture and Use Steve T. Beckett, 2011-09-07 Since the third edition of this standard work in 1999 there has been a significant increase in the amount of chocolate manufactured worldwide The fourth edition of Industrial Chocolate Manufacture and Use provides up to date coverage of all major aspects of chocolate manufacture and use from the growing of cocoa beans to the packaging and marketing of the end product Retaining the important and well received key features of the previous edition the fourth edition also contains completely new chapters covering chocolate crumb cold forming technologies intellectual property and nutrition Furthermore taking account of significant changes and trends within the chocolate industry much new information is incorporated particularly within such chapters as those covering the chemistry of flavour development chocolate flow properties chocolate packaging and chocolate marketing This fully revised and expanded new edition is an essential purchase for all those involved in the manufacture and use of chocolate

Nanotechnology

Commercialization for Managers and Scientists Wim Helwegen, Luca Escoffier, 2012-02-09 The nanotechnology industry is a fast growing industry with many unique characteristics When bringing the results of nanotechnology research to the market companies and universities run into unforeseen problems related to intellectual property rights and other legal and regulatory issues An effective commercialization of the results of research *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

Handbook of Research on Didactic Strategies and Technologies for Education: Incorporating Advancements Pumilia-Gnarini, Paolo M., 2012-09-30 This book is designed to be a platform for the most significant educational achievements by teachers school administrators and local associations that have worked together in public institutions that range from primary school to the university level Provided by publisher *Knowledge Management: A Resource Book* ,

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