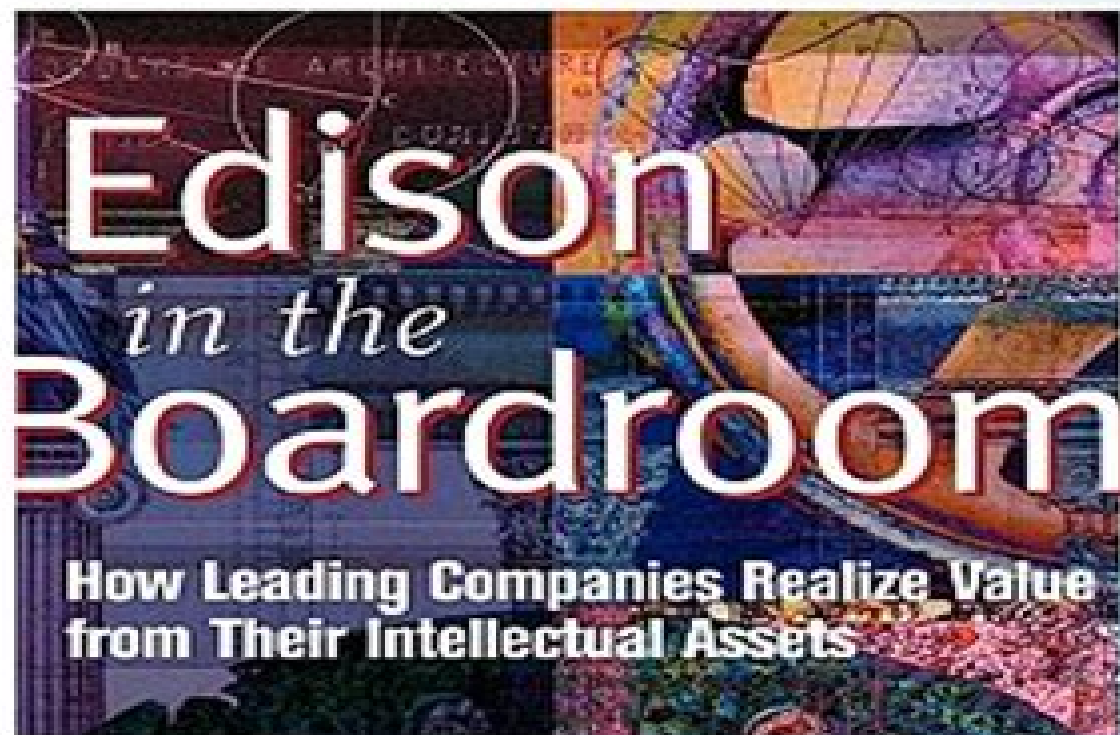




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# Edison In The Boardroom How Leading Companies Realize Value From Their Intellectual Assets

**Frauke Rüther**



## **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. 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. **Why Buy the Cow** Subrah S. Iyar, 2007-12-01 How the revolution in on

demand software applications available over the Web is powering the new knowledge economy By Subrah S Iyar co Founder and General Manager of WebEx      Licensing Best Practices Robert Goldscheider, Alan H. Gordon, 2006-06-26 The LESI Guide to Licensing Best Practices to which I was proud to contribute has found solid acceptance in the international licensing community The new volume of Licensing Best Practices maintains this high standard It was designed to be complementary to its predecessor and broadens the scope of the scholarship Standing alone Licensing Best Practices is a valuable source of contemporary information In combination with The LESI Guide to Licensing Best Practices we have a very valuable source of insights and practical knowledge Heinz Goddar Partner Boehmert Boehmert Few if any other intellectual property references lay the required geographic foundation for the scientific business and legal issues presented Goldscheider and Gordon demonstrate that tech transfer occurs in a global arena The book lives up to its title Licensing Best Practices James E Malackowski President CEO Ocean Tomo LLC past president LES USA Canada An invaluable complement to the field's acclaimed book on licensing best practices Spanning the globe from Scandinavia to Japan and Mexico to Korea Licensing Best Practices provides a comprehensive and user friendly resource for professionals in licensing and technology management Featuring contributions from some of the most highly regarded LESI professionals this definitive guide includes detailed discussions on some of the hottest topics in licensing including Licensing and Technology Transfer to China Software Licensing as a Driver of the Indian Economy Secrets of Successful Dealmaking in Asia Licensing in Scandinavia Home of Entrepreneurial Inventors Industrialists and Philanthropists Global Innovation and Licensing Opportunities on the Internet Energy and Environment Driving Technology and Licensing Licensing Nanotechnology Assuring Royalty Compliance in High Technology Licensing Intellectual Property Allocation Strategies in Joint Ventures Applications of Game Theory to IP Royalty Negotiations      Intellectual Property Assets in Mergers and Acquisitions Lanning G. Bryer, Melvin Simensky, 2002-10-01 An up to date and in depth examination of intellectual property issues in mergers and acquisitions In mergers and acquisitions intellectual property assets can be especially difficult to accurately value most notably in rapidly evolving high tech industries Understanding the factors that create value in intellectual property assets and the part such assets play in both domestic and international mergers is vitally important to anyone involved in the merger and acquisition process This book provides an overview of the intellectual property landscape in mergers and acquisitions and thoroughly covers important topics from financial and accounting concerns to due diligence and transfer issues Bringing together some of the leading economists valuation experts lawyers and accountants in the area of intellectual property this helpful guide acts as an advisor to business professionals and their counsel who need answers for intellectual property questions The valuation methods presented here are simple and don't require a background in finance Whether you're a manager or executive an accountant or an appraiser Intellectual Property Assets in Mergers and Acquisitions offers all the expert help you need to better understand the issues and the risks in intellectual property assets in mergers and acquisitions      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

**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

Intellectual Property Rights Management L. Alkaersig,K. Beukal,T. Reichstein,Karin Beukel,2015-02-23 This book explores how the entire toolbox of intellectual property IP protection and management are successfully combined and how firms generate value from IP It provides a framework of archetypes which firms will be able to self identify with and which will allow companies to focus on the IP and IP Management issues most relevant to them

**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     **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     *Patent Aggregating Companies* Frauke R  ther,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     **The ^AEconomics of Innovation and Intellectual Property** Bronwyn H. Hall,Christian Helmers,2024-10-04 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

*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 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 **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 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      **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      *Knowledge Management: A Resource Book* ,



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