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(Intellectual Property-General, Law, Accounting Finance, Management, Licensing, Special Topics)

## **Technology Management: Developing and Implementing Effective Licensing Programs (Intellectual Property-General, Law, Accounting Finance, Management, Licensing, Special Topics)**

*Robert C. Megantz*

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**Robert C. Megantz : Technology Management: Developing and Implementing Effective Licensing Programs (Intellectual Property-General, Law, Accounting Finance, Management, Licensing, Special Topics)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Technology Management: Developing and Implementing Effective Licensing Programs (Intellectual Property-General, Law, Accounting

Finance, Management, Licensing, Special Topics):

A step-by-step guide to licensing technology-based intellectual property assets For many modern, high-technology companies, licensing their technology-based intellectual property assets is the best way to fully exploit them. Firms that are unable to utilize their proprietary technology assets can license them to other companies more capable of doing so. This book serves as an informed and comprehensive guide to developing a technology licensing program and the legal hurdles, operational needs, and strategies involved. Suitable for companies seeking to implement or redesign a technology licensing program, as well as individual inventors who want to protect and profit from their proprietary technology, Technology Management covers all the bases. Learn to: \* Develop a licensing strategy \* Conduct proper valuations of intellectual property \* Gather and utilize market research \* Market your technology \* Negotiate and draft licensing agreements Utilize these handy resources: \* Glossary of important terminology \* Case studies and sample documents \* Lists of organizations, publications, trade shows, and other helpful sources of information

From the Inside FlapTechnology Management Developing and Implementing Effective Licensing Programs In today's high-technology industries, intellectual property is often a company's most valuable asset. But the exploitation of intellectual assets is much more complicated than the exploitation of tangible assets such as buildings, machinery, and capital. In many cases, licensing intellectual properties to other companies is the best way to utilize technology assets—a common strategy in industries such as electronics, computing, telecommunications, biotechnology, and pharmaceuticals. By licensing their intellectual property to other companies better positioned to access certain markets, firms can fully utilize technology assets when they may not have the resources to do so on their own. Technology Management is a step-by-step treatment of the subject that clearly and succinctly explains how to develop and implement a technology licensing program in your company. It offers accessible yet detailed descriptions of all aspects of a technology licensing program, from the basics to the small details to the long-term issues, including: When licensing is appropriate Alternatives to licensing Patents, trademarks, and other intellectual property components of a licensing strategy Conducting and utilizing market research Methods for valuing intellectual property Marketing technology assets Negotiating and drafting license agreements Organizational requirements for administering long-term licensing agreements Helpful appendices offer case studies of licensing programs; market research resources such as organizations, publications, and Web sites; sample license agreements; and a glossary of common licensing terms. For professionals seeking to implement an effective technology licensing program or individual inventors who want to protect and market their technology assets, Technology Management serves as a comprehensive and straightforward guide to the process.

From the Back CoverA step-by-step guide to licensing technology-based intellectual property assets For many modern, high-technology companies, licensing their technology-based intellectual property assets is the best way to fully exploit them. Firms that are unable to utilize their proprietary technology assets can license them to other companies more capable of doing so. This book serves as an informed and comprehensive guide to developing a technology licensing program and the legal hurdles, operational needs, and strategies involved. Suitable for companies seeking to implement or redesign a technology licensing program, as well as individual inventors who want to protect and profit from their proprietary technology, Technology Management covers all the bases. Learn to: Develop a licensing strategy Conduct proper valuations of intellectual property Gather and utilize market research Market your technology Negotiate and draft licensing agreements Utilize these handy resources: Glossary of important terminology Case studies and sample documents Lists of organizations, publications, trade shows, and other helpful sources of information

About the AuthorROBERT C. MEGANTZ holds a BS degree in electrical engineering from Cornell University and is an Adjunct Lecturer at the Leavey School of Business at Santa Clara University, where he teaches a course on technology licensing. He works as a licensing and business development consultant.