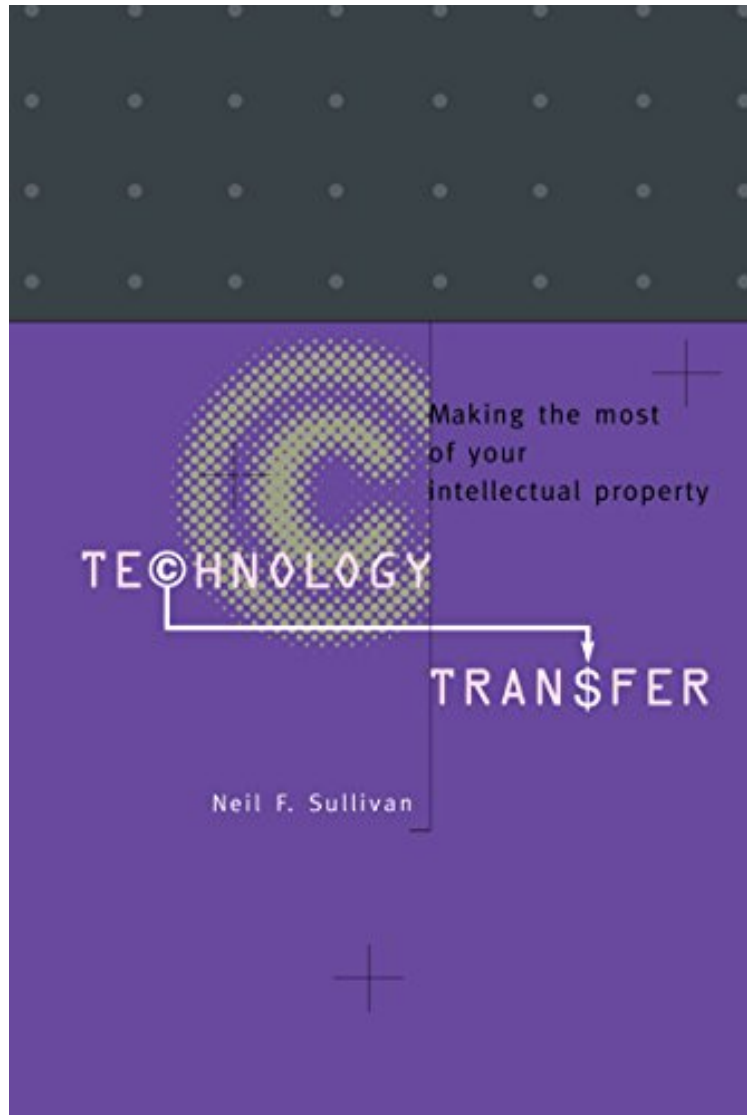


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Technology Transfer: Making the Most of Your Intellectual Property

Neil F. Sullivan

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0 of 0 people found the following review helpful. wrong titleBy margalI expected more on technology transfer itself, as the main title suggests. This text is more focused as a self-help manual on RD marketing.

Scientists in the laboratory often fail to take advantage of the commercial exploitation of their research. This is frequently because they simply do not know what to do. *Technology Transfer* is a careful account of how to start the process of commercialisation of technology, and describes in detail the difficulties, and amount of time needed, to carry the process through to a successful conclusion. This book provides a much needed step by step guide to the commercialisation of research. It addresses three major themes: how to protect your intellectual property, how to develop it commercially via licensing and business 'start up', and how to finance and manage your new company. This book is essential reading for any research scientist whose work has commercial applications.

"...clear and readable...Practically all aspects of the TT process are covered...all the information supplied helps the researcher's understanding of the TT process..." *The Biochemist*"...recommended reading for scientists having research with potential commercial application." *Journal of Medicinal Chemistry*"Neil Sullivan has written a marvelous book. Sullivan has used his extensive experience in pharmaceuticals, biotechnology, and university technology transfer to put together a very extensive treatise on patenting intellectual property, licensing, starting a company, financing start-ups and commercializing products. Some of the real gems in this book are how to write a business plan, strategies for successful negotiations and an excellent primer on financing and investment....[S]hould be mandatory reading for any entrepreneur. The discussion on creating and nurturing a company culture is excellent." Keith Redenbaugh, *Journal of Food Biochemistry*"Neil Sullivan has written a marvelous book." Keith Redenbaugh, *Journal of Food Biochemistry*

From the Back Cover This book is aimed at helping researchers to understand the commercial potential of their technology. It will help to bridge the communication gap and familiarise the reader with the plethora of functions, skills and processes that commercialisation requires.