

[FREE] Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property

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Andrew J. Sherman

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ANDREW J. SHERMAN

HARVESTING INTANGIBLE ASSETS

UNCOVER HIDDEN REVENUE IN YOUR
COMPANY'S INTELLECTUAL PROPERTY



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Andrew J. Sherman : Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property before purchasing it in order to gage whether or not it would be worth my time, and all praised Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property:

1 of 1 people found the following review helpful. IP Harvest TipsBy JoeDAndrew Sherman's book, Harvesting Intangible Assets, is a must read for any IP (Intellectual Property) user, engineer, RD engineer, patent attorney or consultant looking to energize their ideas, processes and approaches for creating and/or acquiring IP while maintaining

and creating a culture of innovation. Giving analogies and stories learned from farming with his father, Morris Sherman, Andrew Sherman applies simple and compelling approaches to make the reader think; two of these include looking at your product/IP/inventions as a tomato for finding new methods on a "go-to-market" strategy and challenging the reader on ways to create an innovation-driven and leadership model with questions on how to make a difference. Sherman's models continue through out the book, including noting the four skills and functions within an "Intellectual Capital Agrarian Team". It describes what's needed to reap the benefits of a good harvest: 1) What comprises a good LAND OWNER, 2) How to create and foster the PLANTERS, 3) What does it take to be a good HARVESTER, and 4) Why you need to solid and predictable FARM MANAGER. The examples and content are outstanding. So if you're looking for that one book to guide you on how to find IP processes to drive growth with innovation, I'd encourage you to take the time to read Andrew Sherman's new book.

Joe Dury, Director IP Semiconductor Practice Lead
Kalypso, LP
1 of 1 people found the following review helpful. President/Founder, Knowledge Protection Strategies
By Michael D. Moberly
Sherman literally radiates a strong passion and operational familiarity for 'all things intangible' and clearly possesses the requisite operational familiarity with intangibles through his legal, tactical, and strategic visioning that collectively intersect intangible assets with positive business outcomes by consistently demonstrating the dynamics of the increasingly significant role intangibles play in companies (globally) as contributors to and generators of value, revenue, and sustainability. Sherman built 'Harvesting Intangibles' using a distinctive 'agrarian' metaphor platform in which he describes intangibles as being (a.) planted (developed or acquired), (b.) nurtured (cared for and integrated), (c.) safeguarded (protected), and of course (d.) harvested (applied, commercialized, and/or monetized) at opportune times. This sequence is necessary, Sherman advocates, as the most correct path to maximize intangibles' contributory value and sources of revenue, which most are capable.

Michael D. Moberly, President/Founder, Knowledge Protection Strategies
0 of 0 people found the following review helpful. we all have intangible assets to discover
By alan hunter
I had an extraordinary experience reading this book for it It served a purpose unexpected. As I read Andrew's book I got his message very quickly, but being a loner /inventor type, I felt I had no great organization from which to mine. I thought further on this and realized I have already been mining my own life experience for gems to build upon, but then saw I only dug into the pile for the best/smartest examples. Was that all there was? Are there other ideas, dreams that can be pulled out of me? I began to walk my life for the many misses, searching for moments of failure, the moments not used well and those ideas I felt with passion but succumbed to "it won't work thinking" or not the "right timing" for various reasons. As I meandered through almost 35 years of buried debris, I saw the gems of learning. Some seemed very much alive insisting they were not the failures I remember--but the seeds I planted now ready for harvest decades later. How many others could mine their own lives for long ago planted seeds? I intend to share this book with colleagues who have also left their "failures" hidden behind. Perhaps they will discover also the treasure. Thanks Andy

Whether you call it "harvesting intangible assets" or "intellectual property management," organizations must make the most of everything they have to offer if they want to remain competitive. Yet, the majority of companies are oblivious to the wealth of revenue-producing opportunities hiding just below the strategic surface. In this thought-provoking book, author Andrew J. Sherman shares insights and expertise gleaned from his work with some of the world's leading companies who have capitalized on intellectual assets such as patents, trademarks, customer information, software codes, databases, business models, home-grown processes, and employee expertise. Featuring instructive examples from organizations including Procter Gamble, IBM, and Google, the book reveals how companies large or small can implement IP-driven growth and licensing strategies, foster a culture of innovation, turn RD into revenue, and much more. Smart companies reap what they sow. This book gives readers the tools they need for a profitable harvest.

You will come away with a much better practical sense of how intangible fit into business strategy and how to develop that strategy. Sherman has made a strong contribution towards helping business develop strategies utilizing their intangibles. The book should be widely read. --The Intangible Economy a thoughtful eye-opener. - Inland Empire Business Journal
From the Inside Flap
Smart companies reap what they sow. If your organization isn't digging deep enough on a regular basis to recognize the wealth of revenue-producing opportunities that may be hiding just below the strategic surface, you could be short-changing your stakeholders and your company's future out of a powerful harvest that can make all the difference to your bottom line. As an internationally recognized authority on the legal and strategic aspects of business growth, author Andrew J. Sherman has worked with some of the world's leading companies, helping them strategically leverage their intellectual assets such as patents, trademarks, customer information, software codes, databases, business models, systems, processes, and employee expertise. In *Harvesting Intangible Assets*, he reveals how companies large or small can implement IP-driven growth and licensing strategies, foster a culture of innovation, turn RD into revenue, and much more. Did you know that after Olestra was less than warmly received in the commercial marketplace as a fat substitute, Procter Gamble gave it a second extremely lucrative life as a cleanser for contaminated soil? When the markets hit their lows in 2008, how did IBM, 3M, Google, and Apple retool their business models and strategic priorities to take advantage of the valuable opportunities while

other organizations rapidly lost market value? Featuring instructive and fascinating examples, this book reveals how some of the worlds leading companies have cultivated and leveraged critical intangible assets. Youll discover eye-opening and practical strategies that can make all the difference in understanding the opportunities you have and making the most of them. Youll learn how to institute systems for managing your intellectual capital, train your leaders and managers to more effectively harvest your companys ideas, and maximize and drive your shareholder value. Whether you call it harvesting intangible assets or intellectual property management, you need to make the most of everything your company has to offer if you want to remain competitive. This thought-provoking book gives you the tools you need to reveal the bumper crop lying just below the surface of your organization. ANDREW J. SHERMAN is a partner in the Washington, D.C., office of Jones Day, and a top-rated Adjunct Professor in the MBA and Executive MBA programs at the University of Maryland and at Georgetown University Law School. Frequently called upon by the media to share his expertise, he has been featured or quoted in The Wall Street Journal, USA Today, The New York Times, BusinessWeek, Fortune, Investors Business Daily, Forbes, Entrepreneur, U.S. News World Report, and other prestigious publications. His approach to leveraging intellectual assets was a cover story for Inc. magazine. He is the author of several books, including Mergers and Acquisitions from A to Z, Raising Capital, and Franchising Licensing. From the Back Cover ADVANCE PRAISE FOR HARVESTING INTANGIBLE ASSETS: Part revelation, part wisdom, and part inspiration, Andrew J. Shermans [book] challenges us to rethink our business strategies in one of the most fascinating books on innovation in todays marketplace. He provides a unique understanding of how we can all truly harvest our greatest assetintellectual capital! This is an extraordinarily relevant charter for innovators of the 21st century. Dr. Donald F. Kuratko, The Jack M. Gill Chair of Entrepreneurship and Professor of Entrepreneurship, The Kelley School of Business, Indiana UniversityBloomington Harvesting Intangible Assets comes at a critical period in time for the nations economy and for the future of our nation's entrepreneurs. Andrews straightforward and inspirational how to approach is a must read for business owners and entrepreneurs who are in need of an effective growth and intellectual property harvesting strategy. Karen Kerrigan, President CEO, Small Business Entrepreneurship Council (SBEC); and Chairwoman of the Board, Center for International Private Enterprise (CIPE) Harvesting Intangible Assets offers a complete guide to growing your business through the leveraging of your intellectual capital. Andrew J. Sherman is the growing companys best friend and most passionate advisor when it comes to taking a business to the next level. Start reading this book today! Brian Moran, Executive Director, The Wall Street Journal Harvesting Intangible Assets provides a strategic road map for how to build value and grow your company in todays content and IP-driven marketplace. The ideas presented in this book are not only fresh and original, but they are also effective, and critical to competing and thriving in todays competitive global economy. Chris Longley, Senior Vice-President, Thomson Reuters If Andrew J. Sherman were alive during the lifetime of Thomas Edison, surely they would be good friends. The strategic approach which is at the heart of Shermans exhortation to corporate leaders to find and harvest intangible and unknown assets is aligned with everything that Edison believed and was the impetus for his many accomplishments. Read this book, then read it again. Thomas Edison would. John Keegan, Chairman President, The Edison Innovation Foundation and Charles Edison Fund Harvesting Intangible Assets is timely, insightful, and in-your face. Once again, Andrew J. Sherman has seen around the proverbial strategic corner and challenges us with a vision that is both provocative and engaging. This is a book that refuses to be ignored. Mike Bruce, President and CEO, InScope International, Inc. A thorough and insightful look back to the future. Andrew J. Sherman has given American business a systematic framework to recapture the innovative and creative energy that built this country. The strength of our nation's future depends on embracing the key principles of Harvesting Intangible Assets. - Donna Ettenson, Vice President of Operations, Association of Small Business Development Centers Growth guru and thought leader Andrew J. Sherman practices what he preaches. When writing Harvesting Intangible Assets, he fully leveraged his most valuable intangible assets -- his formidable intellect, unrelenting curiosity, and lifetime of diverse business and legal experiences -- to deliver a comprehensive, practical roadmap for business success in our hyper-competitive global markets." - Hugh Courtney, Vice Dean, University of Maryland's Robert H. Smith School of Business Sherman has laid out a comprehensive road map for harvesting the single most important resource in most companies and countries its intellectual property. This is a must-read book for every business leader and policy maker. -Verne Harnish, CEO of Gazelles and Founder, Entrepreneurs Organization and author of Mastering the Rockefeller Habits "Andrew J. Shermans Harvesting Intangible Assets is a cleverly written guide to uncovering hidden revenue in your companys intellectual property that I found especially profound. This book gives you the tools to uncover your creativity and harvest new ideas, strategies, and best practices to ensure success, and Andrew shares his insights in a way that only he canwith humor and style that keeps you wanting more. I highly recommend this read." Parnell Black, MBA, CPA, CVA, NACVAs Chief Executive Officer It is rare that you can find everything you want to know about a topic in one place. But if you are looking for the definitive work on all the myriad ways an organization can capitalize on its intellectual property and assets, this is it. Harvesting Intangible Assets should be required reading for every CEO. -Robert A. Strade, Executive Director and CEO , Entrepreneur Organization (EO), Washington, DC "Intellectual Capital is probably the most underutilized resource in most organizations. While many of them spend millions for patents, copyrights and trade secrets to lock this resource away

until its shelf life is expired, Andrew J. Sherman encourages us to seed, greenhouse, grow, mature and harvest Intellectual Capital instead. The book is full of practical concepts and insightful examples of companies leading the way to seed ideas to harvest sustainable innovation. Im sure that this book will be the new Farmers Almanac for the reader on his journey to become an intellectual capital Agrarian of the 21st century." -Dr. Oliver Schlake, Ralph J. Tyser Teaching Fellow and Senior Executive Education Fellow, Robert H. Smith School of Business, University of Maryland

Andrew J. Sherman makes a compelling case for assessing, managing and maximizing intellectual capital, which should yet often doesnt account for such a large portion of a companys true value. An enjoyable and important book for todays corporate executives. This is an important book to be read by todays corporate executives, who should be carefully managing their crop of intellectual capital." -Dave Groobert, U.S. General Manager, Environics Public Relations

"In his trenchant new book Harvesting Intellectual Assets, author, lawyer and thought leader Andrew J. Sherman reveals for the first time not just how to identify these hidden tools, but also how to fuse them with the specific actions that create competitive advantage. No other work so cogently clarifies the least understood but most valuable aspects of our organizations." -TD Klein, investor and author of Built for Change: Essential Traits of Transformative Companies

"Global thought leader Andrew J. Sherman provides a fresh perspective and looks at intellectual property in a whole new light. Sherman's great new book points out the subtleties of hidden assets and innovation which could make a world of difference in a life of any company, economy and society." -Sarah Djamshidi, Executive Director, Chesapeake Innovation Center (CIC) President, Maryland Business Incubation