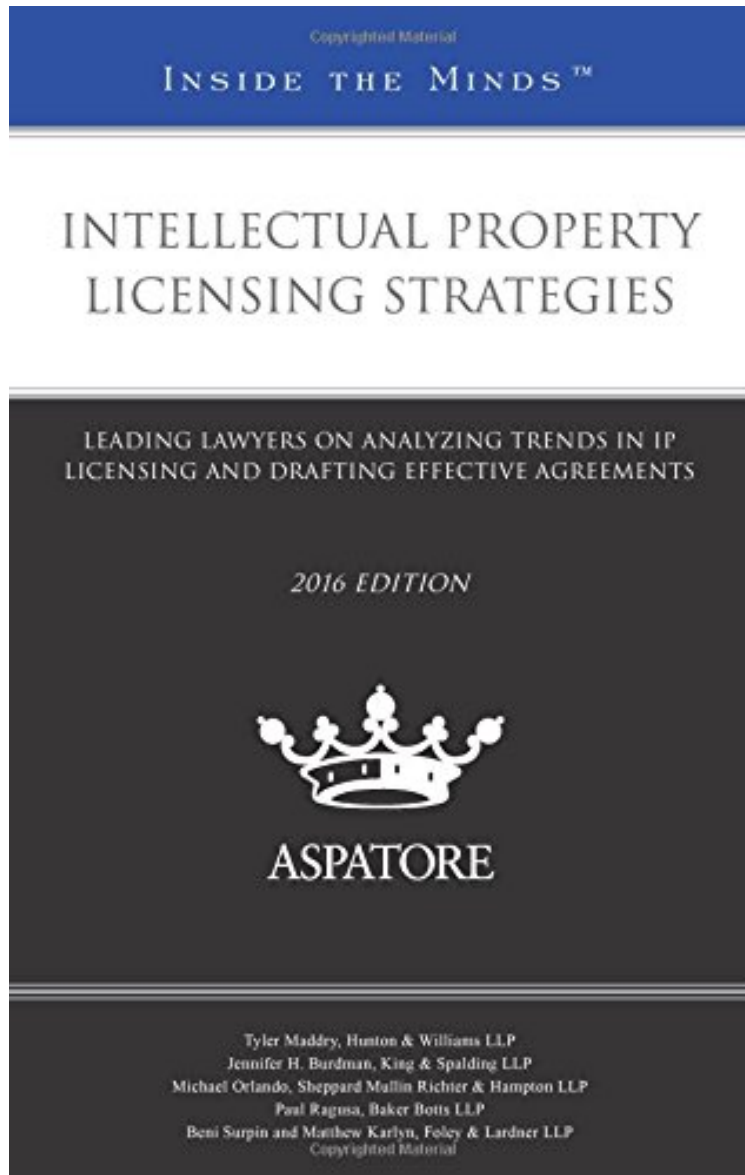


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Intellectual Property Licensing Strategies 2016 edition: Leading Lawyers on Analyzing Trends in IP Licensing and Drafting Effective Agreements (Inside the Minds)

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intellectual Property Licensing Strategies 2016 edition: Leading Lawyers on Analyzing Trends in IP Licensing and Drafting Effective Agreements (Inside the Minds):

Licensees, licensors, and patent owners continuously face challenges in protecting and promoting their IP. With ever-constant changes in the regulatory environment, as well as a shifting definition of what patentability includes, your clients will need as much guidance as ever to take steps in the right direction for their businesses. Intellectual Property Licensing Strategies provides you with an authoritative, insider's perspective on optimizing licensing transactions. With advice from experienced partners at law firms across the nation, this book gives you strategies to overcome obstacles with IP license agreements. Inside, you will find information on addressing IP subject matter in the information age, educating licensees on payment obligations, and key strategies for maximizing the monetization of IP through combinations of complementary IP. These top lawyers also offer you more specific advice on understanding how data gains value equal to patents, drafting clauses in agreements to prevent patent validity challenges, and avoiding licensing pitfalls in the aftermath of recent regulatory developments, such as *Keranos LLC v. Silicon Storage Tech* and *MedImmune, Inc. v. Genentech, Inc.* From addressing common mistakes when executing IP strategies to drafting licensing grants, these experts give you best practices for avoiding conflicting rights among other licensees and sublicensing rights to commercialize a client's IP. This book will give you and your clients the information you need to make smart decisions for their businesses as you propel them into the future. Inside the Minds provides readers with proven business and legal intelligence from leading C-Level executives and lawyers. Each chapter offers thought leadership and expert analysis on an industry, profession, or topic, providing a future-oriented perspective and proven strategies for success. Each author has been selected based on their experience and C-Level standing within the business and legal communities. Chapters include: 1. Tyler Maddry, Partner, Hunton Williams LLP - "The Shifting Subject Matter of IP Licensing in the Information Age: Maximizing the Licensor's Asset Monetization while Facilitating the Licensee's Success" 2. Jennifer H. Burdman, Partner, King Spalding LLP - "Communication: The Key to Successful Technology Licensing Agreements" 3. Michael Orlando, Partner, Sheppard Mullin Richter Hampton LLP - "Using Term Sheets to Optimize Important Licensing Transactions" 4. Paul Ragusa, Partner, Baker Botts LLP - "Strategic Intellectual Property Licensing: Avoiding Pitfalls in View of Recent Case Law Developments" 5. Beni Surpin and Matthew Karlyn, Partners, Foley Lardner LLP - "Recent Trends in IP Licensing Require Attorneys to Consider New Opportunities for Monetizing Client Innovation" Appendix: Technology Development and License Agreement