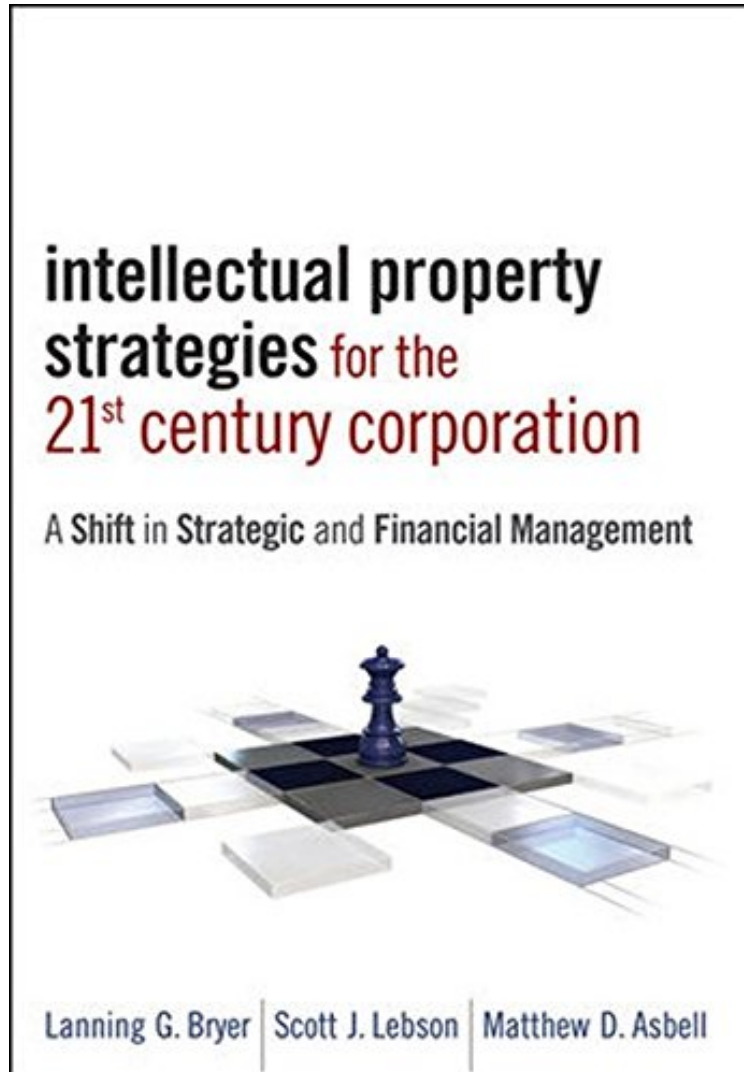


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# Intellectual Property Strategies for the 21st Century Corporation

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**From Wiley : Intellectual Property Strategies for the 21st Century Corporation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intellectual Property Strategies for the 21st Century Corporation:

A practical approach to the modern management of intellectual property The world has changed significantly in the past decade, resulting in new behavior and practice related to the ownership and management of intellectual property. This book helps executives, attorneys, accountants, managers, owners, and others understand the legal, technological,

economic, and cultural changes that have affected IP ownership and management. It provides case studies, practical examples and advice from seasoned and enduring professionals who have adopted new and streamlined methods and practices whether as in-house or outside counsel, or service providers. Provides a practical yet global approach to corporate IP management Serves as a resource for in-house and outside counsel, executives, managers, accountants, consultants and others at mid-size and large corporations Helps professionals navigate the numerous new challenges that have changed the ways in which intellectual property is obtained and managed Details the latest trends in valuation, exploitation, and protection of intellectual property Extensive coverage of the legal, financial, accounting and general business aspects of intellectual property The combined expertise of lawyers, accountants, economists and other business professionals Timely and relevant in view of the global economic recession amidst rampant technological development, this book offers new solutions, practices, policies and strategies as a result of changes in economies and markets, laws, globalization, environment, and public perception.

From the Inside Flap intellectual property strategies for the 21st-century corporation How can your business expand markets or grow its IP portfolio? How can it keep its IP pipeline full without incurring unnecessary expenses? What strategic corporate or tax issues involving corporate IP ownership need to be considered? How has the Internet changed business models and activities and what are the related IP issues? Written for senior decision makers, executives, general counsel, and IP counsel, *Intellectual Property Strategies for the 21st-Century Corporation* provides greater clarity and a deeper understanding of the issues that face anyone who has a role to play in the management and ownership of corporate IP rights in the twenty-first century. Edited by respected IP practitioners Lanning Bryer, Scott Lebson, and Matthew Asbell, this groundbreaking book includes contributions from a roster of renowned industry experts, including: Diane Meyers, PPG Industries Inc. Steve Mortinger, IBM Corp. Olga Nedeltscheff, Limited Brands Larry Greenemeier, Scientific American, Inc. Toshiya Oka, Canon Inc. James Malackowski, Ocean Tomo, LLC David Drews, IPmetrics LLC David Blackburn and Bryan Ray, NERA Economic Consulting Robert Lamb, NYU Stern School Kimberly Cauthorn, Duff Phelps Leib Dodell, ThinkRisk Underwriting Agency, LLC Marilyn Primiano, Pangea3 LLC, a Thomson Reuters company and others Exploring the decision-making processes and activities of all IP owners, *Intellectual Property Strategies for the 21st-Century Corporation* helps you protect your business's life blood-- its patents, trademarks, service marks, copyrights, design rights, trade secrets, and other intangible assets.

From the Back Cover A practical approach to the modern management of intellectual property The world has changed significantly in the past decade, resulting in new behavior and practices related to the ownership and management of intellectual property. *Intellectual Property Strategies for the 21st-Century Corporation* helps executives, attorneys, accountants, managers, owners, and others understand the legal, technological, economic, and cultural changes that have affected IP ownership and management. It provides case studies, practical examples, and advice from seasoned professionals who have adopted new and streamlined methods and practices whether as in-house or outside counsel or service providers. Take a look inside for: A practical yet global approach to corporate IP management An exploration of the numerous new challenges that have changed the ways in which intellectual property is obtained and managed The latest trends in valuation, exploitation, and protection of intellectual property Extensive coverage of the legal, financial, accounting, and general business aspects of intellectual property The combined expertise of lawyers, accountants, economists, and other business professionals Timely and relevant in view of the global economic recession amidst rampant technological development, this book offers new solutions, practices, policies, and strategies as a result of changes in economies and markets, laws, globalization, environment, and public perception.

About the Author Lanning G. Bryer is a Partner in the New York office of Ladas Parry LLP and is Director of the firm's Mergers, Acquisitions, and Licensing Group. He is coauthor of *Intellectual Property Assets in Mergers and Acquisitions*, published by Wiley. Scott J. Lebson is a Partner in the Mergers, Acquisitions, and Licensing Group of Ladas Parry LLP, focusing primarily on counseling clients with respect to the acquisition, sale, licensing, and securitization of intellectual property rights and related technology. Matthew D. Asbell is an Associate in the New York office of Ladas Parry LLP, primarily practicing in the area of domestic and international trademark law.