



Technology Licensing: Corporate Strategies for Maximizing Value

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Find out how today's top technology-based companies get the greatest return on their intellectual property, and how you can too.

A total hands-on guide to cutting-edge technology licensing strategies

Russell Parr and Patrick Sullivan, along with a team of distinguished experts working at the frontlines of technology licensing, reveal how today's top technology-based companies are maximizing the value of and return on their intellectual property. They also offer hands-on advice and guidance on how you can do the same in your company. With the help of numerous real-life case studies that demonstrate licensing strategies now used at DuPont, Xerox, Kodak, AlliedSignal, Hewlett-Packard, Dow Chemical, and other industry leaders, they tell you everything you need to know to:

- * Determine where technology licensing best fits in your company's overall business strategies
- * Establish a successful licensing program tailored to your company's vision and goals
- * Create and successfully manage a technology portfolio
- * Quickly and easily calculate royalty rates
- * Put the lessons learned at top technology-based companies to work in your company

"Technology licensing strategies are now key instruments for accomplishing the corporate visions set forth by future-thinking companies. Look at any corporate mission statement and you will find the seeds of a strategy-based technology licensing program." --Russell Parr and Patrick Sullivan

In today's volatile, hypercompetitive global marketplace, cooperation and the sharing of intellectual property are keys to success. Of course, one of the most valuable forms of intellectual property is technology. More often than not, innovation and increased market penetration are the direct result of combining technologies from a variety of sources. Consequently, many companies have

begun to devote more and more of their strategic efforts to discovering the best ways to manage technology so as to maximize value and return. For instance, AT&T has set up an independent business group to manage its intellectual property as a separate profit center, while other companies continue to run licensing through their legal and R&D departments. Which approach makes the most sense for your company, and why? Get the answers to these questions and many others in Technology Licensing.

In this valuable book, Russell Parr and Patrick Sullivan, along with a distinguished team of contributing experts, reveal the licensing strategies now being used at DuPont, Xerox, Hewlett-Packard, Dow Chemical, Kodak, and other top multinational corporations. They also provide practical prescriptions for determining where technology licensing belongs on your organizational chart and for establishing a successful licensing program tailored to your company's vision and goals.

Taking a practical hands-on approach to technology licensing, they tell you what you need to know about:

- * Creating and managing technology portfolios
- * Types of licenses--with a detailed analysis of the strengths and weaknesses of each in various business contexts
- * Successful licensing strategies now used at top technology-based companies
- * Royalty rate determination methods
- * And more

Drawing upon the expertise of those on the frontlines of technology licensing, Technology Licensing tells you how today's top technology-based firms maximize the value of their intellectual property and how your company can too.

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Editorial Review

From the Publisher

Experts with diverse experience in licensing and intellectual property management explain how and where licensing fits into a corporation's organizational structure along with the basics on how to set up and run a licensing department. Presents a practical, hands-on approach to technology licensing and breaks down the numerous factors into manageable topics including technology portfolios, types of licenses and licensing strategies. Provides readers with a standard for existing technology licensing programs and a quick and accessible reference for royalty rate calculations. Features the inside scoop on what the big players in this field--Dow Chemical, Xerox, AT&T are doing.

From the Back Cover

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About the Author

About the editors

RUSSELL L. PARR, CFA, ASA, is a Senior Vice President of AUS Consultants, where he assesses the value of intellectual property and advises his clients about the investment value of patents, trademarks, and copyrights. A sampling of his clients includes AT&T, Battelle, Pfizer, Silicon Graphics, TRW, and Exide Corp. He is the author of Intellectual Property: Licensing and Joint Venture Profit Strategies and three other books, and publisher of Licensing Economics Review. Mr. Parr holds an MBA and a BS in electrical engineering and is working toward a PhD in international business strategies.

PATRICK H. SULLIVAN, PhD, is a founding partner in the ICM Group, a consulting company focused on extracting value from intellectual capital. He also develops business, financial, and technology strategies for technology-based enterprises and values intellectual assets for business and management use. A sampling of his clients includes Dow Chemical, Xerox, NASA, General Motors, the University of Chicago, and Stanford University. He is also affiliated with Law & Economics Consulting Group, an expert testimony firm. Dr. Sullivan has an undergraduate degree in engineering, a master's in R&D management, and a doctorate in business administration.

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Adela Valenti:

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