

<<知识产权许可证基础Essenti>>

图书基本信息

书名：<<知识产权许可证基础Essentials of Licensing Intellectual Property>>

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内容概要

Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in licensing intellectual property.

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书籍目录

Foreword. Preface. 1. Introduction. 2. Basic Contract Law. 3. Intellectual Property Primer. 4. Licensing Strategies: The Carrot and the Stick. 5. Patent Licenses. 6. Know-how and Trade Secret Licenses. 7. Trademark Licenses. 8. Copyright Licenses. 9. Royalties and Royalty Rates. 10. Policing and Enforcement of Licenses. 11. Negotiating the Deal. Appendices. A. Checklist of Patent License Terms. B. Royalty Rates by Industry. C. Confidentiality and Nondisclosure Agreement. D. Trademark License Agreement. E. Patent License Agreement (Paid-Up). F. Patent License Agreement (Running Royalty). G. Software (End User) License Agreement. H. Copyright License Agreement. I. Technology License Agreement. J. Georgia-Pacific Factors. K. Agreement to Negotiate a License. Epilogue. Further Reading. Index.

媒体关注与评论

"...well laid out, with goals set out in each chapter." (Management Today, July 2007)

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