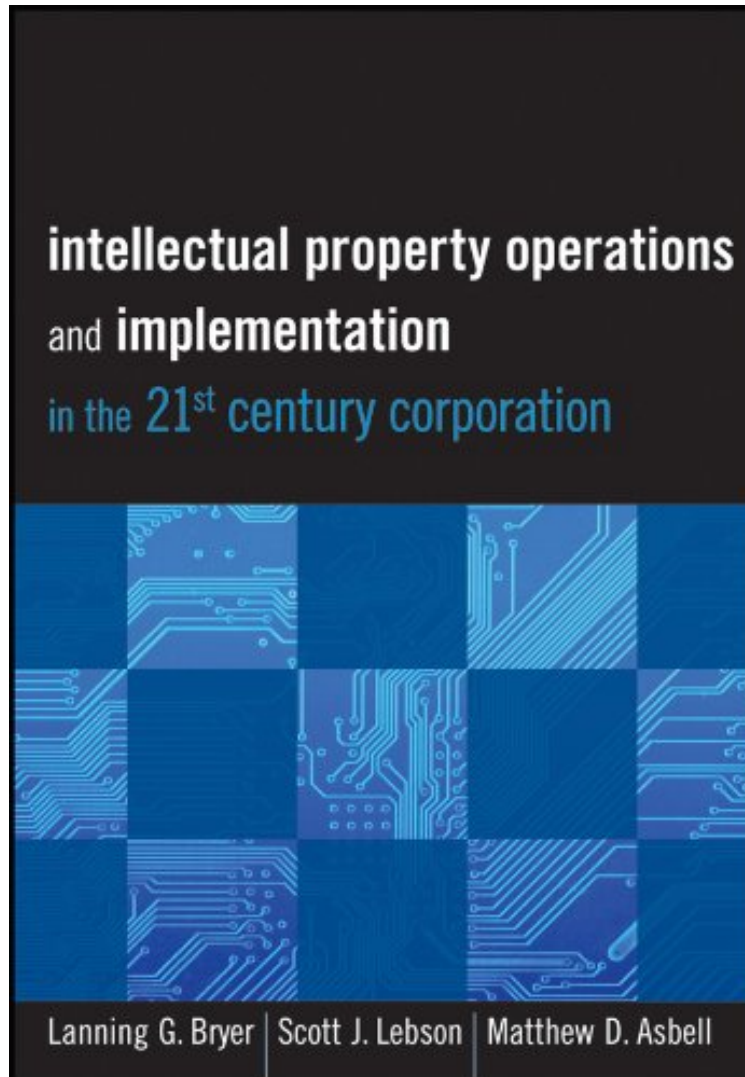


Intellectual Property Operations and Implementation in the 21st Century Corporation

Lanning G. Bryer, Scott J. Lebson, Matthew D. Asbell
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Lanning G. Bryer, Scott J. Lebson, Matthew D. Asbell : Intellectual Property Operations and Implementation in 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 Operations and Implementation in the 21st Century Corporation:

A practical approach to corporate IP operations and implementation Intellectual Property Operations and Implementation helps executives, attorneys, accountants, managers, and owners, understand the legal, technological, economic, and cultural changes that have affected corporate IP ownership and management. Page by page, it provides

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. Timely and relevant in view of the substantially global economic recession amidst rampant technological development and the resulting changes in law, practice, and culture Examines the decision making processes, activities, and changes of significant corporate intellectual property owners in today's new economy Important and timely, this book provides a global approach to corporate IP management.

From the Inside Flap intellectual property operations and implementation in the 21st century corporation How can your corporation cost-effectively obtain or enforce its IP rights? How do you control expanded counterfeiting throughout the world? How are IP searches and investigations conducted more cost-effectively? How are other corporations using IP rights to drive increased revenues and profits? Written for senior decision makers, executives, general counsel and IP counsel, Intellectual Property Operations and Implementation in the 21st Century Corporation answers these and many other questions for implementing proven, effective IP strategies and decisions that affect your most valuable assets—including patents, trademarks, service marks, copyrights, design rights, trade secrets and other intangible assets. Respected IP practitioners Lanning Bryer, Scott Lebson and Matthew Asbell of Ladas Parry LLP have assembled a multidisciplinary "who's who" of today's leading IP providers, academics, consultants, and practitioners including: Jennifer Martin, Symantec Corporation James Markarian, Siemens Corporation David J. Ridders, Raytheon Company Kelly Slavitt, Reckitt Benckiser Group plc Fernando Torres, IPmetrics LLC Terry Heckler, Heckler Associates Joshua Braunstein, Corsearch Barbara Kolsun, Stuart Weitzman Holdings, LLC Jeremiah Pastrick, Continental Enterprises Maureen Gorman, Marshall, Gerstein Borun LLP James Donohue, Charles River Associates Mark Spelker, J.H. Cohn LLP Joseph Gioconda and Joseph Forgione, Gioconda Law Group, PLLC Robert Doerfler, SVP Worldwide Featuring case studies, practical examples, and invaluable advice from the experts to help you make the right decisions, Intellectual Property Operations and Implementation in the 21st Century Corporation provides you with greater clarity and a deeper understanding of the management and ownership of corporate IP rights in the twenty-first century and beyond.

From the Back Cover Praise for intellectual property operations and implementation in the 21st century corporation "Intellectual Property Operations and Implementation in the 21st Century Corporation should become the SOP manual or mandatory training guide for all new in-house intellectual property practitioners, as it provides a panoramic view of the issues you will likely face when building and maintaining a company's IP portfolio. I see this publication having a real benefit for those lawyers constantly bombarded by clients questions on the intellectual property surrounding protection, licensing, government funding, and bankruptcy issues that are of concern to their business unit. This area of law often is frequently checkered with complex issues, and this publication does a nice job in simplifying those issues into discrete areas with annotations to recent case law and statutes in the ever-changing IP field. This easy-to-read publication will become an important reference for those practitioners seeking the current landscape on the operations and implementation in the area of intellectual property law." —Susan E. McGahan, General Attorney, IP Law, ATT "Intellectual Property Operations and Implementation in the 21st Century Corporation is a practical and insightful guide to maximizing the value of significant corporate IP portfolios, providing in-house counsel with comprehensive strategies to protect and enhance one of their corporation's most important assets—their intellectual property. The book tackles new and evolving areas in IP such as working with the government and appropriately maximizing 'green' brand exposure. An immensely valuable resource." —Anne Foulkes, Assistant General Counsel and Corporate Secretary, PPG Industries "In-house legal departments are under increased pressure to find cost-effective and timely ways to deliver services, operationalize legal processes, and maximize company value—particularly from intellectual property. Bryer, Lebson, and Asbell have provided corporate attorneys and in-house practitioners a practical guide to help identify core issues and manage a global IP program: from developing a patent strategy to focusing a brand management program; from establishing security interest in IP to selling it off during bankruptcy; and from considering domain registration costs to demystifying the Federal Acquisition Regulations (FARs) when entering into a license with the government. This book will help you save time and money, will make you more effective, and will quickly become one of the most used books in your office." —Vincent Cogan, Corporate Counsel, SVB Financial Group "If you have ever been curious as to the legal issues affecting corporate IP attorneys, this book is the key.?? Intellectual Property Operations and Implementation in the 21st Century Corporation is for every member of all departments in your corporation, offering well rounded case studies in global corporate intellectual property practice and protection.??The book includes excellent illustrations, checklists, action plans, and road maps for monetizing your company's current IP as well as addressing the prospective purchase and licensing of IP. The best of corporate intellectual property in 336 pages." —David Postolski, Innovation Division, Cantor Fitzgerald, LP 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.