



Intellectual Property Licensing Strategies, 2012 ed.: Leading Lawyers on Analyzing Trends in IP Licensing and Drafting Effective Agreements (Inside the Minds)

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Intellectual Property Licensing Strategies provides an authoritative, insider's perspective on key tips for drafting IP licenses. Featuring experienced partners from law firms across the nation, these experts guide the reader through current developments and key cases in the area, and explain the best methods for educating and updating clients. These top lawyers offer advice on conducting initial client meetings, working with licensors and licensees, handling disputes, and responding to potential infringement issues. Additionally, these experts walk through the roles and responsibilities of different parties throughout the IP licensing process. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts on the keys to success within this ever-evolving area of law.

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. Tamara A. Miller, Member, Leydig Voit & Mayer Ltd. - "Strategic Considerations For Trademark License Agreements"
2. Brad Frazer, Partner, Hawley Troxell Ennis & Hawley LLP - "Monitoring and Enforcing IP Licenses in the Internet Realm"
3. R. Mark Field, Shareholder, Evans Petree PC - "Intellectual Property Licenses: Drafting Considerations"
4. Rachel Blue, Shareholder, McAfee & Taft - "Revising IP Licensing Strategies in Light of Social Media and Other Market Developments"
5. George A. Xixis, Partner, Nutter McClennen & Fish LLP - "Current Trends in IP Licensing: Tools for Licensees and Licensors"
6. Lanning G. Bryer, Partner, Ladas & Parry LLP - "Drafting Effective IP Licensing Agreements: Avoiding Pitfalls and Meeting Challenges"
7. Robert A. McKinley, Partner and Co-Chair, Intellectual Property Group, Klehr Harrison Harvey Branzburg LLP - "Practical Considerations in Working with Clients to Draft Effective Licensing Agreements and Comments on Novel Trends in IP Licensing"

Appendices Include:

- Appendix A: IP Audit
- Appendix B: Intellectual Property Licensing Checklist
- Appendix C: Licensing Checklist
- Appendix D: IP Due Diligence PPT
- Appendix E: Due Diligence Checklist
- Appendix F: General Licensing Checklist

Appendix G: Patent License Agreement Checklist of Important Legal Considerations

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