



The LESI Guide to Licensing Best Practices: Strategic Issues and Contemporary Realities

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A definitive resource for professionals in licensing and technology management

In this comprehensive guide to licensing best practices, esteemed members of the Licensing Executives Society International offer in-depth discussion of a broad range of important topics in the field of licensing, including:

- * Licensing issues in Europe, Asia, Australia, the Middle East, South Africa, and Latin America
- * Technology valuation
- * Technology management consulting
- * Licensing agreements and strategic partnerships
- * The expansion of the licensing profession
- * Patent procedures and protection in Europe
- * Trade secrets law and intellectual property assets
- * Issues in copyright, software, and Web sites
- * Trademarks, trade names, and trade dress
- * Licensing in the biotechnology industry
- * Pharmaceutical licensing
- * University licensing trends
- * Technology rights that are financial assets and instruments
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