

Towards Intellectual Property Rights Management

Dolores Modic • Nadja Damij

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Back-office and Front-office Perspectives

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PREFACE

Maximizing the value from innovation, in particular through intellectual property rights (IPR), is a key element of intellectual property rights (business process) management (IPRM). We take a “Robin Hood” approach, taking (learning) from the big companies to offer to smaller ones. The beauty of intangible assets is that through their use and knowledge sharing, the bigger companies are not weakened as a consequence. The adopted interdisciplinary approach provides a conceptual framework and constructs for IPR management (IPRM), derived from practical and enriched by theoretical insights. This monograph builds upon case studies and interviews with key IP executives from major multinational R&D investor firms.

The work highlights gaps in efficient IPRM, offers insights into practices used by top IP managers, and brings Tabular Application Development (TAD) methodology IPR process optimization model (using Activity Table approach) in order to highlight IPR processes and activities. The monograph provides organizational and managerial recommendations, which are especially valuable to IP(R) professionals and practitioners. Recommendations take into account both the so-called Back-office (legal and administrative) and the Front-office processes (valuing and strategizing for maximal IPR benefits to the business).

Additional features of this monograph include excerpts from interviews with some of the top IP(R) executives in the world as well as short case studies or case-in-points. What won't you find in this monograph? A magic wand that will solve all your IPR management issues. Why? Primarily because IPRM is hard. It is really hard. It is complicated for both small

and big companies—from IP Rookies to top R&D investors. Do not let people tell you otherwise. What we offer here is a guide that will facilitate your journey through the jungle known as IPR.

If you are an experienced practitioner, we suggest you consult especially Chaps. 4 to 7, although the whole book is riddled with examples and recommendations that can be valuable to your everyday practice.

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