



Intellectual Property: Licensing and Joint Venture Profit Strategies (Intellectual Property Series)

Gordon V. Smith, Russell L. Parr

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Companies are increasingly looking to their intellectual property (patents, trademarks, formulas, copyrights, brand names, distributions systems, etc.) as a profit center. As they try to extract more value from their holdings, some of which have been left dormant for years, many are looking beyond their own core products to partnerships with outside industries. The intellectual property owners need to know how to exploit their product to the fullest extent. (This book is supplemented annually.)

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