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This invaluable resource answers virtually any question on licensing. It gives you detailed coverage of the issues and considerations that arise during the licensing process. It explains the roles of the licensor/property owner, the licensee/manufacturee, and the licensing agent so that a licensing program can be developed which is beneficial for all the parties. It offers astute business and legal discussion - with real-world examples to illustrate theories and concepts - on essential topics including: Ensuring that the licensor owns or controls the use of the property, and that use of the property by a licensee will not infringe on the rights of third parties Securing the appropriate intellectual property protection for the licensable property Determining whether to seek the assistance of a licensing agent Negotiating, drafting and executing the important definitions and terms in license agreements Administering the licensing program and protecting the organization's financial interests Establishing royalty rates by valuing patents, technology, and merchandising and corporate brand licensing Canceling licensing agreements And much more Always Current Licensing Desk Book is completely up-to-date. But to make sure you're always abreast of the latest legal developments, you will automatically receive -- risk-free with no obligation to purchase -- updates and/ or new editions. You will be billed separately at the then-current price. Upon receipt, you will have 30 days to purchase or return. of course, you may cancel this automatic supplementation program at

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An overview of the basics of international licensing with informative material about the various practices of all aspects of the licensing industry. It includes information that will help those new and experienced to hone their licensing skills. The book provides a worldwide perspective of the industry and is the definitive guidebook for anyone who is interested in capitalizing on this potentially lucrative market.

The Intellectual Property Deskbook is intended to serve as the business lawyer's starting point for issue identification, perspective, and resources in dealing with intellectual property issues and assets, whether in the context of structuring and consummating transactions or in the day-to-day counseling of clients. It is specifically designed to become the go-to reference for beginning the analysis, refreshing the memory, or seeking direction for in depth research on the wide range of IP-related issues.

A unique, light-hearted collection of the more interesting and humorous stories from the licensing industry over the last 40 years. The book includes interviews with some industry old-timers and pioneers as well as "horror stories" from current players and colleagues. The book details individual's experiences pitching unique licensed products; rocky royalty disputes; "interesting" licensing litigations; deals with licensing agents and international licenses. With chapters like "Who Would Have Thought?", "The Ones That Almost Got Away", and "The Licensing Hall of Shame" the book's tales provide not only humor but insight into how to conduct a successful (or not so successful) licensing program.

Licensed to Practice begins with an 1891 shooting in Wheeling, West Virginia, that left one doctor dead and another on trial for his life. Formerly close friends, the doctors had fallen out over the issue of medical licensing. Historian James C. Mohr calls the murder "a sorry personal consequence of the far larger and historically significant battle among West Virginia's physicians over the future of their profession." Through most of the nineteenth century, anyone could call themselves a doctor and could practice medicine on whatever basis they wished. But an 1889 U.S. Supreme Court case, *Dent v. West Virginia*, effectively transformed medical practice from an unregulated occupation to a legally recognized profession. The political and legal battles that led up to the decision were unusually bitter—especially among physicians themselves—and the outcome was far from a foregone conclusion. So-called Regular physicians wanted to impose their own standards on the wide-open medical marketplace in which they and such non-Regulars as Thomsonians, Botanics, Hydropaths, Homeopaths, and Eclectics competed. The Regulars achieved their goal by persuading the state legislature to make it a crime for anyone to practice without a license from the Board of Health, which they controlled. When the high court approved that arrangement—despite constitutional challenges—the licensing precedents established in West Virginia became the bedrock on which the modern American medical structure was built. And those precedents would have profound implications. Thus does *Dent*, a little-known Supreme Court case, influence how Americans receive health care more than a hundred years after the fact.

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