

1. Record Nr.	UNINA9910672437703321
Titolo	Intellectual property management for start-ups : enhancing value and leveraging the potential // edited by Martin A. Bader and Sevim Suzeroglu-Melchiors
Pubbl/distr/stampa	Cham, Switzerland : , : Springer, , [2023] ©2023
ISBN	3-031-16993-X
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (522 pages)
Collana	Management for Professionals, , 2192-810X
Disciplina	346.730432
Soggetti	Intellectual property New business enterprises - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Introduction -- How to increase the success of innovative start-ups with intellectual property: an introductory overview -- Part I: The Start-up's View -- Israeli start-ups and ecosystem -- IP as a new value driver for sustainable start-ups -- Mining IP: A story of Australian start-ups in the Global Mining industry -- IP and start-ups in the context of Florianópolis, the Silicon Island of Brazil -- Part II: The Investor's View -- "IP is paramount:" The significance of IP in early-stage start-up investment decisions -- The role of IP and intangible assets in tech private placements: An investor's view -- What's the big idea? The crossroads between investment and IP -- Intellectual property-backed financing -- Part III: The Corporation's View -- IP as an important value driver for start-up strategies in established companies -- Strategic uses of IP: Applying lessons from large companies to start-ups -- How the life sciences industry handles IP in start-ups -- Mind the gap: Business and cultural aspects for start-up collaboration in Japan -- Part IV: The University's View -- Experimentation in academic technology commercialization -- A university perspective with a South African flavour -- The technology transfer office as facilitator between researchers and investors: A German perspective -- Managing IP-related tensions between universities and spin-offs -- Part V: The Global IP Office's View -- Tools of the trade: A trading nation's view on

the value of IP rights for start-ups -- Market success for inventions: Patent commercialization scoreboard and innovation support -- Raising IP awareness of start-ups: A French perspective -- Strategic considerations and the seed-to-maturity model when establishing the ideal IP portfolio in the start-up context -- Part VI: The Advisor's View -- An introduction to IP rights and formal and informal protection strategies -- Important aspects of IP for start-ups: Strategies for avoiding common pitfalls -- Blind as a mole? How patent data can help start-ups to compete -- Technical patent circumvention: How start-ups can get around infringed patents.

Sommario/riassunto

This book examines intellectual property (IP) as an important value driver for start-ups. Businesses of all sizes are inevitably confronted with intellectual property issues at some point, but start-ups and their collaborators face unique challenges and opportunities in IP management. Identifying, generating, and exploiting intellectual property can lead to sustainable competitive advantages and avoidance of risks. Many start-ups sense the complexity of IP management and therefore place their energy elsewhere. However, the clear conclusion to be drawn from this unique collection of contributions is that putting an IP management strategy in place is critical to the successful development of a business. Prof. Dr. Martin A. Bader and Prof. Dr. Sevim Süzerolu-Melchior have years of experience as consultants, entrepreneurs, business owners, and researchers where they saw firsthand the need for a comprehensive yet practical resource for start-ups and their key stakeholders. This book explores different perspectives in dealing with IP from six different angles: the start-up's view, the investor's view, the corporation's view, the university's view, the global IP office's view, and the advisor's view. Each section consists of chapters written by leading experts from around the globe including Silicon Valley, Canada, Israel, Switzerland, Germany, Finland, France, Australia, Brazil, India, Japan, Singapore, and South Africa. Contributors bring practical experience from a wide range of sectors, such as information and communication technology, software, artificial intelligence, machine learning, cybersecurity, industrial automation, internet of things, life sciences, pharma, crop science, biotech, medtech, mining, sustainability, climate tech, and even quantum technologies. This timely publication serves as a guidebook for entrepreneurs and other key stakeholders in the start-up ecosystem. It empowers founders to develop their own IP management strategy to mitigate risk, create and capture value, and lay the groundwork for sustainable growth. An essential reference for start-ups to achieve business excellence. "This edited book volume offers valuable insights, bringing together perspectives of key stakeholder groups from a wide variety of innovation ecosystems – an invaluable resource." —Carsten Fink, Chief Economist, World Intellectual Property Organization, Geneva "A timely book for those wanting a clear overview of the issues the different players encounter in the start-up ecosystem. A useful resource indeed. Congratulations to the editors and team." —Audrey Yap, Managing Partner YUSARN AUDREY LLC, Past President LESI, Chairman Singapore Innovation & Productivity Institute, Singapore "A 'must read' for all innovators in the start-up world. It is truly a fantastic book and one I would recommend being bought and read (in full)!" — Laurence Freeman, Professor (Adjunct), CU Denver Business School, Jake Jabs Center for Entrepreneurship, Denver, Colorado, United States .
