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Titolo	Valuing intellectual property in Japan, Britain, and the USA [[electronic resource] /] / edited by Ruth Taplin
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Altri autori (Persone)	TaplinRuth
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction / Ruth Taplin -- Technology transfer from U.S. universities : the need to value IP at the point of commercialisation / Terry Young -- The role of entrepreneurship and venture businesses in redefining the value of intellectual property in Japan / Takumo Kiso -- Understanding how IP is valued in Japan in relation to medicine / Tomoyuki Hisa -- Intellectual property litigation, business valuation, and insurance solutions / Ian Lewis -- Protection of intellectual property value/revenue and the insurance solution / Matthew Hogg -- Standardisation and patent pools in Japan : their effects on valuing IP and limits under competition law / Masako Wakui -- Redefining brand valuation within the Japanese context / Akito Tani -- Japanese patent publications as a source of information / Steve Van Dulken.
Sommario/riassunto	The book includes thorough coverage of developments in Japan, which, as the country where significantly more new patents are registered each year than in any other country, is particularly important for this subject.

