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Nota di contenuto	About the author; Preface; Contents; 1. What is licensing?; 2. Licensing and business strategy; 3. How to identify a licensor/licensee; 4. Financial issues; 5. Regulatory framework; 6. Structure and terms of licensing agreements; 7. Negotiation of licensing agreements; 8. Specific problems that can be encountered; 9. Managing a licensing operation; 10. Typical examples of licensing agreements; Annexes
Sommario/riassunto	This Report will show you - whether as licensor or licensee - how to identify and secure profitable opportunities, strategies and techniques for negotiating the best agreement, and finally the techniques of successfully managing a license operation.