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Intro -- Half title pg -- Title pg -- Imprint -- Contents -- Acronyms -- Foreword -- Part 1 A more efficient market for ideas -- 1.1 Europe's IP architecture -- The European Union - but not only the European Union -- The new EU-wide integrated IPRs: big success and much use -- Partly integrated rights: harmonized rights can sometimes be of real help to companies -- The European Patent Organisation: a convenient European alternative route for obtaining patents -- What about the future? -- 1.2 The strategic role of IP in European business -- 1.3 IP in the knowledge economy -- From blocking to building block -- Managing (intellectual) assets, property and capital -- The transformation to knowledge-based business models -- A framework for developing knowledge-based business models -- 1.4 IP and open innovation -- Open innovation: the new equation of globalization -- Open innovation at Schlumberger -- IPR and open innovation -- In conclusion -- 1.5 Managing patents as assets -- Getting the most valuable patents -- From core technology to marketing claims and unique selling points -- Securing freedom to operate through an enhanced bargaining position -- Successful execution is at least as important as designing the strategy -- Drafting patent applications for worldwide protection -- 1.6 Europe's different IP cultures -- Part 2 Acquisition of IP rights in Europe -- 2.1 Patents -- Integrate the filing strategy with your business plan -- Your company size and position in the market -- The patent offices available in Europe -- Substantive examination or pure registration -- The first filing: national or European -- The first filing: international -- Quality of the first filing -- 2.2 Trade marks -- All roads lead to Europe -- National filing system -- The international trade mark system -- The CTM system: Europe's unitary answer. A unitary (and unique) weapon against potential infringers in the European Union -- The (positive) fate of historical national trade mark applications: the creation of 'seniority' -- A single market: used in few countries, valid in -- The expansion of the CTM in an ever-growing Europe -- 2.3 Copyright in Europe -- Copyright protection -- Legal provisions -- Rights to a work under copyright protection -- Free use of works -- The copyright symbol -- Legal measures against infringers -- UK copyright law -- French copyright law -- New developments -- 2.4 Designs -- What is a design? -- Legal protection for designs in the European Union -- Protection of designs under the Community Design Regulation -- Rights obtained under the Community Design Regulation -- Taking action against infringement -- Benefits of registration under the Community Design Regulation -- Applying for registration -- When to file -- Third parties' rights -- Summary -- 2.5 Utility models -- 2.6 Trade secrets -- What is a trade secret? -- How does a trade secret differ from confidential information? -- What information can constitute a trade secret? -- How does the law protect trade secrets? -- International recognition of trade secret protection -- Trade secrets and confidential information - some practical suggestions -- Part 3 Commercializing IP in Europe -- 3.1 Innovation rights -- Innovation: a holistic view, going beyond technology alone -- Entering Europe with an innovation: options for IP rights (IPR) protection -- IP protection of an innovation: a critical business decision -- 3.2 Building an international knowledge business -- ClimateWell -- Elekti -- International innovation -- 3.3 IP and proof of concept -- Environment and people -- Sourcing ideas -- Selection/filtering -- Development -- Key activities -- Summary and future trends -- 3.4 Business-university collaboration. Purpose -- The Toolkit -- Using the Toolkit -- Use of the Toolkit -- Recent updates -- Collaboration in Europe -- The future: business-to-

business model agreements -- Conclusion -- 3.5 Managing IP in collaborative ventures -- Collaboration = dilution of intellectual assets? -- Collaborative success factors -- Conclusions -- References -- 3.6 Licensing as a growth strategy in Europe -- Risk perspective -- Intellectual property (IP) -- What is a licence? -- Licensee selection -- Common pitfalls - what can go wrong -- When would licensing be inappropriate? -- Conclusions -- 3.7 Innovation support in the new Europe -- Situation of Hungarian SMEs according to the VIVACE Survey 2006 -- Economic incentives for innovation and the application of IPR -- The VIVACE programme -- Conclusions -- Part 4 Technology and patents -- 4.1 Creating a patent position in Europe -- The building blocks -- Litigation -- Building a position with the blocks -- 4.2 European patents: differences from the United States -- Introduction -- Filing and prosecuting patent applications in the United States and Europe -- Post-grant procedures -- Litigation/enforcement -- 4.3 Prior art searching -- It's a complex system -- The standard route to gaining a patent -- How does a patent office process your patent application? -- Common misconceptions -- Light at the end of the tunnel -- A few helpful suggestions -- Useful links -- Assisted patent searches -- 4.4 Portfolio building -- How to develop your filing strategy -- In which countries should you file patent applications? -- The value of different types of claim -- Claim types: a pharmaceutical case study -- Portfolio review -- Conclusion -- 4.5 Patent exceptions -- Medical inventions at the EPO -- Computer software at the EPO -- Patents for plant and animal varieties at the EPO -- Summary -- 4.6 Patent clearances. European opposition: a single procedure and a single result -- Third party observations: steering prosecution at no cost -- Double attack -- Summary -- 4.7 Patents on a budget -- Do you have an invention? -- Do you need a patent? -- Decide on a sensible patenting strategy -- Part 5 Creative and digital rights -- 5.1 Issues in European copyright -- The benefit of flexibility for copyright -- To harmonize or not to harmonize, that is the question -- Gowers Review of Intellectual Property -- Summary -- 5.2 Copyright and the digital economy -- 5.3 Digital policy management -- Defining the problem -- Digital policy management -- Some DPM building blocks -- Standards development and interoperability -- 5.4 Digital distribution and Creative Commons -- Copyright - the Swiss army knife of distribution tools -- Creative Commons - some rights reserved -- Magnitudes -- DRM - the sledgehammer of distribution tools -- Part 6 Brands and trade marks -- 6.1 Taking products and services to market across Europe -- Before a launch -- After a launch -- 6.2 Managing brand and design portfolios in Europe -- Trade mark protection -- Registered designs -- A balance of risks -- Conclusion -- 6.3 Building a strong (European) trade mark -- Selection -- Registration -- Beyond registration -- 6.4 Defending brands -- Awareness -- Intelligence -- Enforcement -- Periodically revise your IP enforcement strategy -- The benefits of implementing a consistent IP enforcement strategy -- Part 7 Company knowledge -- 7.1 Intellectual assets management -- The knowledge gap -- Why is this important to businesses? -- Why are these assets 'hidden' and does it matter? -- Why focus on IA management and what does it encompass? -- How to manage intellectual assets -- How to measure and communicate value -- Which approach should be adopted? -- What about the future? -- 7.2 Inventions by employees. 7.3 IP and the web -- Trade marks on the web -- Master of your domain -- Digital content on the web -- Conclusion -- 7.4 Database rights -- The database right -- The British Horseracing Board case -- Part 8 IP as an asset -- 8.1 Valuing IP, intangibles and goodwill --

Relevant accounting standards -- Corporate governance -- IPR and the valuation expert -- Methods for the valuation of IPR -- Conclusion -- 8.2 Brand valuation -- Approaches to 'brand' valuation -- Steps in an economic use valuation -- 'Existing use to existing owner' -- Conclusions -- 8.3 The monetization of intellectual property -- General questions -- The capital market's view of R&D -- D -- Intermediates and external IP logistics -- Patent value funds (PVF) -- Alternative commercialization options - patent live auctions -- 8.4 Patent evaluation -- Patents as a strategic weapon -- Substantial content of IPscore 2.0® -- Evaluation methodology for IPscore 2.0® -- Part 9 IP and corporate finance -- 9.1 Raising finance through IP -- IP assets from early-stage investment to IPO -- Raising seed capital -- Beyond seed capital - venture capital -- Summary of IP assets -- 9.2 Investors and IP risks -- A risk management approach to IP -- A structured approach -- IP strategy -- Conclusions -- 9.3 IP and acquisitions -- Important questions -- Levels of analysis -- Due diligence process -- The due diligence report -- 9.4 IP and private equity -- Part 10 Selected IP jurisdictions -- 10.1 Germany -- Split court system in patent matters -- Prosecution proceedings - almost harmonized -- Enforcement of patents -- Nullity actions -- Conclusion -- 10.2 The United Kingdom -- The cost and incidence of patent litigation -- UK litigation procedures -- Is the cost of enforcement a reason to avoid protection? -- How to avoid litigation -- 10.3 France -- 10.4 Italy -- Using available rights. Litigation speeded up.

Sommario/riassunto

The Handbook of European Intellectual Property Management shows companies how to put IP at the heart of their strategy and create value from their patents, trade marks, designs, copyrights and knowledge bases. It also offers practical advice to business support organizations seeking to promote their services to executives and entrepreneurs who may be concerned about IP issues and are unsure of where to turn for guidance. Drawing on a wide range of expertise, the Handbook is a practical and easy-to-follow guide. It reveals how IP contributes to improved competitive performance and to greater value on the balance sheet, and also offers a template of 'best practice' in IP management.
