



From Assets to Profits: Competing for IP Value and Return

By Bruce Berman

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Edited by IP communications expert Bruce Berman, and with contributions from the top names in IP management, investment and consulting, *From Assets to Profits: Competing for IP Value and Return* provides a real-world look at patents, copyrights, and trademarks, how intellectual property assets work and the subtle and not-so-subtle ways in which they are used for competitive advantage. Authoritative and insightful, *From Assets to Profits* reveals the most relevant ways to generate return on innovation, with advice and essential guidance from battle tested IP pros.

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Editorial Review

Review

"*From Assets to Profits* is the latest offering from the fertile and enthusiastic brain of Bruce Berman...Bruce--who has both edited and contributed to this volume--need little introduction or explanation in his field of expertise." (*Ipfinance.blogspot*, February 9th, 2009)

"...the book provides a detailed look at how IP assets work and what professionals need to know about them to succeed in today's competitive business environment." (*ipreview.com*, 2008)

"This book looks at how intellectual property assets work, what professionals need to know about them-and how recent developments are forcing businesses to re-examine their approach to innovation and performance." (*Inventique*, December 2008)

From the Inside Flap

From Assets to Profits Competing for IP Value & Return

Innovation is a fight for survival. When it comes to cashing in on new ideas, the right business model can make the difference between success and failure. Today's well-equipped managers and investors must learn how and when intellectual property rights like patents and trade secrets become business assets, and which strategies provide the best return on them.

Edited by IP communications expert Bruce Berman, and with contributions from the top names in IP management, investment, and consulting, *From Assets to Profits: Competing for IP Value & Return* provides a real-world look at how intellectual property assets work and the subtle and not-so-subtle ways in which they are used for competitive advantage.

Bruce Berman's acclaimed *From Ideas to Assets: Investing Wisely in Intellectual Property* introduced IP as a business asset; his follow-up book, *Making Innovation Pay: People Who Turn IP into Shareholder Value*, looked at patent licensing as a strategy for business owners large and small. Now, *From Assets to Profits: Competing for IP Value & Return* reveals how a deeper awareness of intellectual assets is forcing many businesses to rethink their approach to capturing innovation and generating profit. Visionary and focused, this important book demonstrates how you can identify valuable intellectual assets and discover the most effective business models for them--especially those that are appropriate for particular IP holders.

Not all IP rights are assets, but identifying which ones are--and then appropriately monetizing them--is a challenge, whether you are an IP manager, senior executive, investor, entrepreneur or a so-called patent "troll." Authoritative and insightful, *From Assets to Profits* reveals the most relevant ways to generate return on innovation, with advice and essential guidance from battle-tested IP pros.

From the Back Cover

Praise for FROM ASSETS TO PROFITS COMPETING FOR IP VALUE & RETURN

"A timely collection of insights from a cast of leading experts whose experience spans the entire IP

ecosystem. Mr. Berman's examination of IP assets and business models—and their myriad dynamics and dependencies—provides a compass that leads readers through a changing landscape."

—**Damon C. Matteo, Vice President & Chief Intellectual Property Officer, Palo Alto Research Center, a subsidiary of Xerox Corporation**

"What is most impressive about Bruce Berman's new book is that it provides a holistic approach to IP management. For most patent holders, IP needs to serve the business, not be it. As many of the contributors to *From Assets to Profits* point out, considerations such as relationships, alliances, and competitive advantage provide most companies greater ROI than the siren song associated with patent royalties. *From Assets to Profits* is a welcome addition to the best thinking about managing intellectual assets."

—**Marshall Phelps, Corporate Vice President for IP Policy & Strategy, Microsoft**

"*From Assets to Profits* provides a road map for helping IP holders move from an exclusionary strategy to a more inclusive one for creating meaningful profits. Bruce Berman's valuable book helps readers step seamlessly into the shoes of an IP chieftain, investor, broker, open-network innovator, litigator, and economist."

—**Bill Coughlin, President & CEO, Ford Global Technologies, LLC**

"When it comes to articulating the value and importance of intellectual property, no one does it better than Bruce Berman. In his fourth book, *From Assets to Profits*, Berman continues this quest, demonstrating how to profit from IP with concrete examples and insights from the industry's foremost experts. Like his previous books, this is a must-read for all business and finance executives. Berman's books are as conceptually brilliant and as innovative as the people and content they cover."

—**Steve Lozan, Investment Manager & IP Sector Specialist, Smith Barney**

Users Review

From reader reviews:

Jason Nunez:

Do you have favorite book? Should you have, what is your favorite's book? E-book is very important thing for us to know everything in the world. Each guide has different aim or even goal; it means that book has different type. Some people experience enjoy to spend their time and energy to read a book. They are really reading whatever they get because their hobby is usually reading a book. Think about the person who don't like reading through a book? Sometime, particular person feel need book after they found difficult problem or exercise. Well, probably you will want this *From Assets to Profits: Competing for IP Value and Return*.

Mary Rohan:

Book is to be different for each grade. Book for children till adult are different content. As you may know that book is very important for people. The book *From Assets to Profits: Competing for IP Value and Return* had been making you to know about other knowledge and of course you can take more information. It is extremely advantages for you. The book *From Assets to Profits: Competing for IP Value and Return* is not only giving you far more new information but also to become your friend when you really feel bored. You can spend your own personal spend time to read your reserve. Try to make relationship with all the book *From Assets to Profits: Competing for IP Value and Return*. You never truly feel lose out for everything in the event you read some books.

Sophia Hartman:

Reading a book tends to be new life style on this era globalization. With reading through you can get a lot of information that could give you benefit in your life. Together with book everyone in this world can certainly share their idea. Books can also inspire a lot of people. Lots of author can inspire all their reader with their story as well as their experience. Not only situation that share in the textbooks. But also they write about the ability about something that you need instance. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that you can get now. The authors nowadays always try to improve their proficiency in writing, they also doing some study before they write to their book. One of them is this From Assets to Profits: Competing for IP Value and Return.

Doris Trumbull:

People live in this new day of lifestyle always make an effort to and must have the extra time or they will get lot of stress from both way of life and work. So , whenever we ask do people have spare time, we will say absolutely without a doubt. People is human not really a huge robot. Then we request again, what kind of activity do you possess when the spare time coming to you actually of course your answer can unlimited right. Then do you try this one, reading ebooks. It can be your alternative with spending your spare time, typically the book you have read will be From Assets to Profits: Competing for IP Value and Return.

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