

WINNING WITH IP

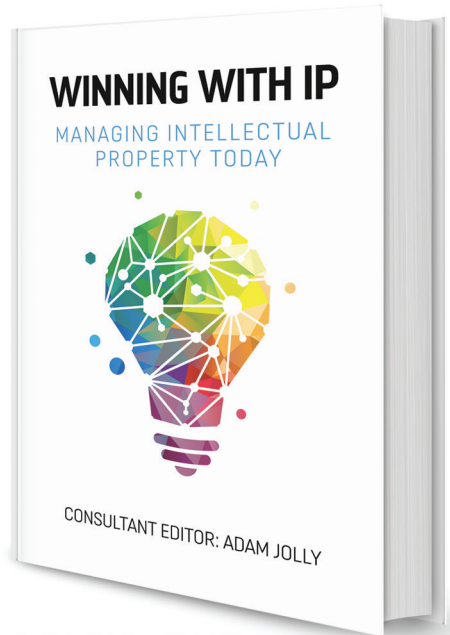
MANAGING INTELLECTUAL PROPERTY TODAY

NOVARO
PUBLISHING



Newsdesk Global
Independent Book Publishers

**Lessons and insights on
managing intellectual
property from leading
IP players of today and
tomorrow**



**'An excellent reminder for
high-tech SMEs of how IP drives
the continuous growth of their business.'**

Arno Meerman, chief executive, University Industry Innovation Network

**'A broad range of useful and actionable insights that
entrepreneurial innovators can apply to their own ventures.'**

Adrian Burden, tech founder and a Maserati / Sunday Times top 100 entrepreneur

**'This book brings you up to speed on the realities of managing IP in
emerging technologies like blockchain.'**

Kevin R Smith, chief executive, CryptoPi and blockchain influencer

WINNING WITH IP

NOVARO
PUBLISHING

Intellectual property has a powerful impact on growth for those who integrate it into their business model.

Drawing on the knowledge and experience of 24 top-level IP performers, including the innovation support team at the European Patent Office, this book reports on how IP is being used to create tech solutions, pick up the latest thinking, take a competitive lead, negotiate the best deal, knock back any challengers and open up a path to breakthrough growth. It gives a series of lessons and insights about how today's winners are lining up their IP to transform early-stage ideas and technologies into assets around which competitive business models can be designed.

The contributors

- European Patent Office • Stratagem IPM • TUM-Tech • Cohausz & Florack
- Minesoft • Patentship • City, University of London • University of Sussex
- Uexküll & Stolberg • Goldsmiths, University of London
- Bocconi University, Milan • Equipped 4 (IP) • Partner Investments
- Hunters Law • Aalbus • Basck • Meissner Bolte • patentGate
- Miller Insurance • Huber & Schuessler • Hynell • Wächtershäuser & Hartz
- DHS Patentanwaltsgesellschaft

Title: Winning with IP: managing intellectual property today

Consultant editor: Adam Jolly

ISBN: 978-1-9998329-6-4

Format: Paperback, 202 pages, 229mm x 152mm, perfect bound

Published: October 2019 by Novaro Publishing, Techno Centre, Coventry University Technology Park, Puma Way, Coventry CV1 2TT
www.novaropublishing.com

Order your copy at:

[www.novaropublishing/
managing-intellectual-property-today](http://www.novaropublishing/managing-intellectual-property-today)