



Successful Technology Licensing (Paperback)

By -

World Intellectual Property Organization, United States, 2004. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This practical guide for business persons, researchers and lawyers gives the basics of how to prepare for and conduct a technology license negotiation. It includes an explanation of how to succeed in licensing, a step-by-step approach for preparing for licensing, as well as a description of the four clusters of key terms in a licensing agreement and a form term sheet to be used as a tool for preparation. This guide can be used to train trainers in connection with WIPO's Successful Technology Licensing training toolkit.



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