

- Leverage patents as a powerful competitive business tool
- Employ powerful new patent strategies for marketing, R&D, and finance managers
- Exploit patents to slash product time-tomarket and boost profits
- Implement the best intellectual property asset management (IPAM) software solutions

Andy Gibbs, CEO, PatentCafe.com, Inc. Bob DeMatteis

PATENTCAFE™

ESSENTIALS of Patents

TRUBO TÂM THÔNG TIN THƯ VIỆN

1 0 7 0 7

Andy Gibbs

Bob DeMatteis

GIFT OF THE ASIA FOUNDATION NOT FOR RE-SALE

QUÀ TẶNG CỦA QUÝ CHÂU Á KHỔNG ĐƯỢC BÁN LẠI



JOHN WILEY & SONS, INC.

This book is printed on acid-free paper.

Copyright © 2003 by John Wiley & Sons, Inc., Hoboken, New Jersey. All rights reserved.

Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, 978-750-8400, fax 978-750-4470, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, 201-748-6011, fax 201-748-6008, e-mail: permcoordinator@wiley.com.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services, or technical support, please contact our Customer Care Department within the United States at 800-762-2974, outside the United States at 317-572-3993 or fax 317-572-4002.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

For more information about Wiley products, visit our Web site at www.wiley.com.

ISBN: 0-471-25050-3

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

Contents

	Preface	viii
	Introduction	xiv
1	Patents: High Stakes, High Value, High Liability	1
2	Patent Licensing	21
3	Patent Strategy	49
4	Patent Tactics	71
5	Managing Patents in the Marketing Department	93
6	Managing Patents in the Engineering Department	115
7	Managing Patents in Manufacturing and Operations	139
8	Managing Patents in the Finance Department	155
9	Managing Patents in the Human Resources Department	187
10	Managing Patents in the Information Technology Department	209
11	Patent Management and the Corporate / IP Counsel	227
12	Patent Management Paradigm for the CEO/ICO	245
	Index of Organizations	263
	Index	265