



PhD Course on “Technology licensing”

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Technology licensing is closely related to technology asset management. How to build technology programs, and how to integrate licensing into such programs? What are the new ways of doing technology licensing? What are the successful examples? How to make technology licensing a success?

- The basics: patents as a negative right.
- Patents are "certificates of innovation" that turn intangibles into tradable assets
- Filing a patent is like writing a scientific article: it's about telling your "innovation story"
- Dynamic management of patent and intellectual property portfolios
- Beyond litigation: using patents to extract vacuum from your innovations.
- Patents are a key enabler for the Logistics of Ideas, and for implementing the open innovation model.

CLASS MEETING

October 3

October 4