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Almost every organization has an

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intellectual property portfolio of some value and therefore the need for an intellectual property strategy. A brand, for example, is an important form of intellectual property, as is any information managed and produced by an organization. Palfrey identifies the essential areas of intellectual property—patent, copyright, trademark, and trade secret—and

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describes strategic
approaches to each in
a variety of
organizational
contexts, based on four
basic steps.

**Intellectual Property
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The author goes on to
provide four
recommendations on
the strategic approach
which your
organization should
take to intellectual

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property: 1. Consider intellectual property to be an asset class; 2. Be open to what your customers, competitors and others can offer you in terms of intellectual property; 3.

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In 2011, the MIT Press launched a new series called Essential Knowledge with the

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publication of two titles. One of these was John Palfrey's Intellectual Property Strategy. A beautifully written, accessible overview by an eminent legal scholar, this book helped to define what the EKS has become — a resource for those seeking concise, expert overviews of important topics, written and edited for general readers.

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Intellectual Property
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series) - Kindle edition
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The thesis that follows
is an attempt to gain a
deeper understanding
of intellectual property
from a policy as well as
a strategic perspective.
While the discussion
that follows is
applicable to

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intellectual property in general, the focus of this thesis is on a particular aspect of intellectual property i.e patents.

**DSpace@MIT:
Intellectual property
: strategy and policy**

The aim of the Institute's policy on patents, copyrights, and other Intellectual Property is to make available Institute technology to industry

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and others for the public benefit, while providing recognition to individual inventors and encouraging the prompt and open dissemination of research results. The MIT Policies and Procedures, A Guide for Faculty and Staff members contains the MIT Policy on Intellectual Property.

**MIT IP policies | MIT
Technology**

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In recent years, the primary locus of value for many corporations has been found in their intellectual property rights. By one informed estimate from the late 1990s, some three-quarters of the Fortune 100's total market capitalization was represented by intangible assets, such as patents, copyrights and trademarks.¹ In this environment, IP

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management cannot

be left to technology

managers or ...

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**Strategic
Management of
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GUIDANCE Intellectual Property Strategy. An IP Strategy is needed to take advantage of innovation and to provide fair compensation. An IP Strategy will give program offices greater ability to control the

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life cycle development
and acquisition of
warfighting systems.
*Revisions as needed
over the life cycle.

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intellectual property
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Chung, ... there is a
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corporate social
responsibility strategy
by organizations. Thus,

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Development
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stipulate that the
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into commercial use for
the public good. The
agreement also seeks
to provide a reasonable
return to MIT.

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Commercializing an Invention | MIT Technology Licensing Office

Intellectual Property Strategy was originally published in 2011 by the MIT Press. In April 2018 it was made available as an open access title here on PubPub. For Terry Fisher, whose every idea makes perfect sense immediately.

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Open

Five to 10 years ago, the strategic management of codified intellectual property rights — that is, patents, trademarks, copyrights and designs — was still a relatively exotic topic. More recently, the subject has received considerable attention in the business literature.

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Empirically speaking, however, we still know very little about the importance companies place on IP as a component of business and corporate strategy.

How Executives Can Enhance IP Strategy and Performance

The protection of intellectual property, or IP, would seem to be at odds with the pursuit of open innovation, or OI — companies' use of

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“external ideas as well as internal ideas, and internal and external paths to market, as [they] look to advance their technology.”¹ The selective use of research carried out elsewhere can bring new ideas and capabilities to a company, render it more ...

**Does IP Strategy
Have to Cripple
Open Innovation?**

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the strategic approach which your organization should take to intellectual property: 1. Consider intellectual property to be an asset class; 2. Be open to what your customers, competitors and others can offer you in terms of intellectual property; 3.

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Intellectual property (IP) protection is the No. 1 challenge for multinational corporations operating in China. According to the U.S. government, China accounted for nearly 80% of all IP thefts from U.S.-headquartered organizations in 2013,1 amounting to an estimated \$300 billion in lost business. Among European manufacturers, the loss

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of IP in China reduced
potential profits by

20%.² Although ...

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Protecting Intellectual Property in China

Startups need to develop an intellectual property (IP) strategy in order to commercialize and monetize it. The first phase of developing an IP strategy is to focus on IP administration. IP administration covers

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the creation of IP
assets. It takes
innovation from
research and product
development, and
turns it into IP through
applications ...

**Commercialization,
monetization of
intellectual property
(IP)**

Intellectual property
rights (IPR)
management is an
important part of any
data management

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program. A builder of a database or other data resource will have an interest in who owns that resource and how others may use it.

Someone who may populate that resource with data provided in part by others will want to make sure that all legal, ethical ...

Introduction to intellectual property rights in data ...

Tech Transfer Process.

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The process of technology transfer involves the initial submission to the TLO of a new technology which has arisen from research or activity undertaken by MIT employees. The process then moves to evaluation, potential patenting, marketing and licensing the intellectual property to third parties. [Learn More.](#)

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