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The Handbook of European Intellectual Property Management: Developing, Managing and Protecting Your Company's Intellectual Property

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Bringing together a wide range of expert contributors, *The Handbook of European Intellectual Property Management* reveals how IP can contribute to improved competitive performance and financial success. Looking at the commercial implications of the changes that are happening within Europe's framework for innovation, like the arrival of the unitary patent, the book reviews how EU programs such as Horizon 2020, the Innovation Union and the European Research Area are creating growth from IP ventures. Additionally, the contributors discuss the new terms on which leading players in business and research are looking to engage partners in sourcing ideas and fast-tracking innovation.

Chapter topics include: designing an IP strategy; capturing and securing IP; capitalizing on new technologies; combining different types of IP; whether to adopt a national, European or global focus; engaging in partnerships and competitions; how to source ideas from the research base; which model to adopt in reaching the market; negotiating IP within contracts; putting a value on IP; raising funds with IP; how to resolve disputes.

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