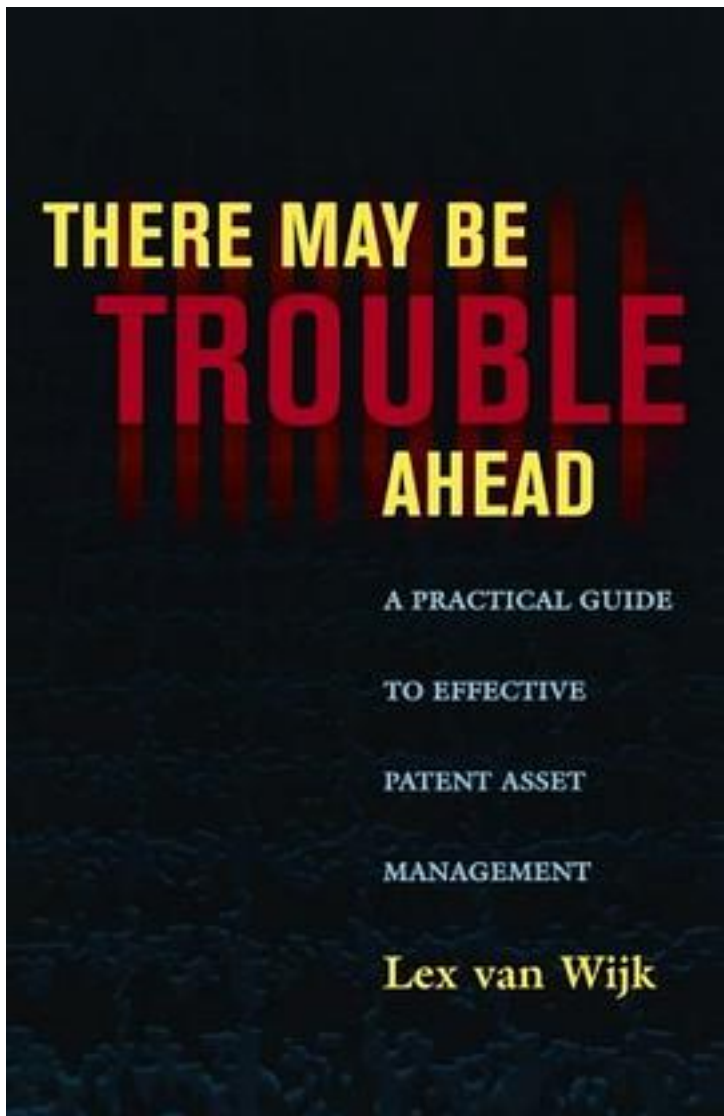


There May Be Trouble Ahead



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Patent assets are currently important strategic business tools. Their presence or absence can make or break technology-based companies. Patent asset management has therefore become a core responsibility within companies. This book discusses in a lucid manner the elements that need to be covered to ensure that patent assets are used to their full potential. It provides simple and practical management tools to realize alignment of patent, business, and research & development strategies. Additionally, this book will help managers understand why any decision regarding patent assets needs to be an informed business decision, and how these assets can contribute to the company's future success, if not survival.

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