

## Patents And Strategic Inventing The Corporate Inventors Guide To Creating Sustainable Competitive Advantage

This book breaks new ground by offering an innovative approach to patenting based on the concept of return on investment (ROI). The intended audience are managers and product developers who have to make real-life decisions on patents--decisions that have significant impact on the bottom line of their companies. The book offers tools that can help the readers develop a powerful patent strategy for their companies, thus increasing the expected value of the patent portfolios of their companies.

The Law and Strategy of Biotechnology Patents is a compendium of articles that sets to address and unravel the complexities of the laws and issues that apply to biotechnology inventions. The purpose of the book is to explain patent law, with special emphasis on the central role of patent claims, statutory subject matter, novelty, non-obviousness, disclosure considerations, and operation of the judicial system in relation to patents. The text also unveils the extent to which biotechnology merges established law with new requirements. Lawyers, inventors, researchers, technology development and transfer agents, venture capitalists, investment bankers, entrepreneurs, and researchers will find this book an important source of information and knowledge.

Florian Jell empirically investigates the objectives that companies pursue with their patenting activities and presents empirical insights into how patent management is organized within industrial companies. The book concludes with a case study of how a company reacted to its competitor's patenting – which led to a patent arms race.

Having a novel idea and turning that idea into cash is not as simple as it sounds. To help innovative individuals learn to navigate around the many pitfalls of inventing, Bob DeMatteis has written From Patent to Profit, an up-to-date guide to all of the important steps involved in taking a product from the drawing board to market. Whether you are a professional inventor, a part-time dabbler, or just a clever daydreamer, From Patent to Profit can help make your dreams a reality.

Get Critical Insight into the Modern Patenting Scene We are now living in the "IP Era of the Information Age" where technology businesses are placing increasing emphasis on intellectual property (IP) as a way to add to their bottom lines. As a consequence, those working in a technology business or organization will inevitably be thrust into working with IP in one or more of its various forms. This increasing emphasis on IP matters requires technology workers to have at least a basic practical understanding of IP, particularly patents, so that they can effectively participate in their organizations' IP and patenting efforts. Consider a Spherical Patent: IP and Patenting in Technology Business provides an unconventional and unvarnished examination of patents and the reality of how they are used and abused in technology business. The book starts with an overview of patents and how the patenting universe has become so complex, and warns of the danger of making "spherical," simplifying assumptions about patents and patent-related matters. It then takes a look at the cast of characters in the modern patenting world and the roles they play at the "IP Bazaar." The book goes on to explain the increasing emphasis in today's modern IP world of leveraging patents in large collections of patents called "portfolios." The author describes how the fractal nature of innovation allows for the exponential growth of patents to densely pack an "IP space," including how this packing can exceed its normal limits and the adverse consequences. He also explores the evolution and importance of core to improvement to commercialization patents. A modern view of patents based on "quantum patent mechanics" explains some of the mysterious patent-related phenomena that are otherwise inexplicable using "classical patent mechanics." Using examples of actual patents and patent portfolios of real technology businesses, the author discusses how patenting strategies are defined based on "central organizing principles" behind why patents are being pursued. He describes the operational realities of running an internal patenting system as well as how to avoid the prevalent trap of accepting a high degree of disorder (entropy) in the business's patenting system. He also takes a close look at other problematic areas, such as the use and abuse of provisional patent applications and how "no shame claims" can be issued by the patent office and the havoc they can create.

A practical, non-technical approach to managing your company's patent and invention portfolio, including filing patent claims, and protecting and managing your firm's assets.

TIME For Kids The Book of What: Everything Inventions presents kids 8-12 years old with answers to the kinds of intriguing questions that appeal to their sense of curiosity. Colorful graphics, spectacular photos and clear, engaging diagrams will help answer questions such as: What are some inventions made by kids? what is Kevlar? What is a geodesic dome? TIME For Kids The Book of What: Everything Inventions is a must-have book to satisfy the most curious of kids.

Revolutionary ideas are often just that - ideas. To realize your vision of bringing an innovation to life you'll need the knowledge and confidence to protect those ideas from infancy to realization. This game has the highest of stakes and you need an unfair advantage to give you the best possible chance to win. From Shark Tank to Fortune 500 companies, patents play an integral role in value creation, securing venture capital, and acquisition. If you are trying to bring something new into this world, whether you are an entrepreneur or the CEO of a multi-national corporation, your ability to play the patent game could be the difference between success and failure. You need information, but you don't want to go to law school, read a dry textbook, or pay a patent attorney hundreds of dollars an hour to learn what you need to make smart decisions. The Patent Game will give you this critical information efficiently and effectively. The first half of the book covers the basics of patents, often with game-related analogies, to help you define winning for your company or innovation. The second half will help guide you to one of eighteen different patent strategies that might be the ideal approach for your innovation. Each strategy has an introduction, play-by-play with diagrams, and a practical real-world example. The author, Vance VanDrake, is a patent attorney, law firm partner, and co-founder of multiple early stage and venture-backed companies. He has worked with hundreds of startups and technologists to add over a billion dollars in value to these ventures. He created The Patent Game to serve as an easy-to-understand, comprehensive guide to developing a patent strategy that fits your business needs. Don't let someone else control the pieces on the board - take control of your own destiny and make your vision a reality.

As individuals and companies realise the importance of their inventions, issues surrounding patent laws and practices are taking centre stage around the world. This updated edition of the best selling book has been expanded to keep pace with modern day movements and addresses the global issue surrounding intellectual property. Including new information on areas such as software and biotechnology it shows the techniques that can be used by individuals and academic inventors to protect their work and is the ideal reference source. \* Bridges the gap between the legal system and scientific research and avoids legal jargon \* Details the reasons behind patents, their importance and relevance to all

researchers and the strategy needed for filing for a patent \* Focuses on the strategy and reasons rather than just being a textbook of patent law \* Adopts a readable style that explains the basics right up to developing a strategy \* Essential reading for all those who wish to keep pace and protect their work Reviews of the First Edition "...fulfills a most useful purpose, is soundly based and discusses patent strategy sensibly. I should like it to be compulsory reading for all newly-appointed research managers." S. M Scott - Research Policy "...should be recommended reading for both researchers and their managers, and those who work with them." Michael Blackman - Journal of Chemical Technology and Biotechnology

The book is a coaching guide for anyone interested in intellectual property and those wanting to embark on or develop patent creation. It draws on the authors' extensive experience and insights from change projects, management and leadership at Nokia. The book guides the reader through each stage of setting up a successful unit, inviting active involvement by asking vital questions about their needs and aims. Focusing on key issues and themes involved, it provides examples, diagrams and models to illustrate how they can be put into practice. Critical chapters include the core activities of patent creation, possible organisational models, costs, quality and the comparison of external and internal allocation of tasks. Discussion concentrates on how to define roles and responsibilities and the management techniques of external resources. The book encourages the reader to challenge their current organisational structure and strategy by introducing various methods and tactics that can be deployed when considering patent creation, then offering advice into the pros and cons of techniques and how such methods can be assessed. The book highlights how knowledge and innovation can be utilised and protected, which due to the increased importance of intellectual property rights, especially the use of patents, is essential for every business.

The patent system of the People's Republic of China has only a history of about 30 years, yet it has undergone three major policy changes to keep up with the tremendous pace of economic and technological progress in China. Once a country in which technological advance relies primarily on copying and imitating foreign innovations, China is gradually shifting towards a regime that emphasizes on strong intellectual property and indigenous innovation. It is fascinating, therefore, to witness this transition. It is important to enhance my understanding of the patent regime as a mechanism to promote innovation and the dissemination of knowledge, as is the purpose of the thesis. Both of the chapters in this dissertation focus on patent applicants' preference for how quickly they want their patent applications to be processed. This is nontrivial primarily due to heterogeneity in firm characteristics, nature of invention, market structure, technology backgrounds and many unobservable factors. I propose two factors that partially determine an inventor's preference for speed of patenting: the inter-temporal value of their invention and the speed of technological progress. The first chapter investigates the heterogeneous inter-temporal patterns of inventions' value flow and the associated applicants' patenting strategies for a small set of United States patents. To measure the characteristics of different inventions' inter-temporal value flow, we exploit a policy lever provided by the Chinese government that allows patent applicants to freely choose between one patent protection of short examination delay, short protection period and another patent protection of long examination delay, long protection period. We find that the majority of applicants that favor the former protection (short&short) have Electronics and Mechanics inventions, whereas applicants that favor the latter (long&long) are mostly within Pharmaceuticals and Drugs. We then exploit this variation in patent choices under the Chinese regime with applicants' patenting strategies in the U.S., for identical inventions. The empirical results suggest the short&short Chinese patent holders have a strong tendency of pursuing early U.S. patent issuance whereas the long&long patent holders have a strong tendency of maintaining their U.S. patents for long periods. The results are robust with or without technology field fixed effects. The second chapter analyzes the effect of faster technology development on firms' patenting strategy. Using a dataset with information about patent applications in both China and the US, I find that firms are willing to secure early patent grants when technology moves ahead faster. The conventional wisdom that a patent secures a flow of monopoly profits that depreciates at a constant speed over time is not consistent with my empirical findings. Faster technology progress shifts the profits towards the early periods, making early grants more important. The empirical results suggest that a more flexible patent regime which offers options for speed is more efficient.

The series of papers in this publication were commissioned from renowned international economists from all regions. They review the existing empirical literature on six selected themes relating to the economics of intellectual property, identify the key research questions, point out research gaps and explore possible avenues for future research.

This book is aimed at the innovators who drive the advances from which we all benefit. This includes scientists, engineers, technicians, managers, and entrepreneurs who want to financially benefit from their innovations. The book describes how to build patent portfolios that will properly protect your technology and be of financial benefit. The tools that innovators need to have to generate patents are presented in detail.

Creating a product and bringing it to the market can cost a bundle. With this complete inventor's guide, anyone with a creative streak can avoid potential problems and set a course for a successful launch. Copyright © Libri GmbH. All rights reserved.

Praise for Outpacing the Competition Patent-Based Business Strategy "Outpacing the Competition provides a useful IP management framework for rapidly evolving and inherently unpredictable R&D environments where companies are partners, customers, and competitors at the same time." –Marshall Phelps, Corporate Vice President for IP Policy & Strategy, Microsoft "Robert Cantrell's book Outpacing the Competition: Patent-Based Business Strategy?should be read by?anyone?involved in the practice of litigating or licensing patent rights or policymakers responsible for patent issues. Mr. Cantrell provides a cogent approach for applying decisional methodology and game theory to enhance the utilization and understanding of patent rights."–Bradley J. Olson, Esq., patent attorney, Washington, DC "Robert Cantrell makes a compelling case for using intellectual property as a core for building solid business strategy. He provides a unique and

valuable perspective on competitive advantage, as delivered through patent-based business strategy. This is an excellent addition to anyone's business strategy arsenal." –Jeff Hovis, Managing Principal, Product Genesis, Innovation Genesis LLC "Robert truly treats patents and related intellectual property as both a weapon and a shield to help the reader use patents to out-manuever global competitors of all kinds—the low-cost producer, the high-end innovator, etc. CEOs, attorneys, business and engineering professionals and the like will enjoy the military imagery and flavor provided by Robert. Thanks for clarifying how critical it is to have an understanding of patents in running a truly competitive global business today." –José W. Jimenez, Esq., Chief Intellectual Property Officer, AMS Research Corporation

"Rembrandts in the Attic" provides the first practical and strategic guide that shows CEOs and other managers how to unlock the enormous financial and competitive power hidden in their patent portfolios. The authors show how some of the world's most successful firms have used patents to capture and defend markets, outflank rivals, boost bottom-line revenues and shareholder return, and enhance the commercial success of their enterprises.

Patents are powerful weapons in a company's legal arsenal, with both defensive and offensive capabilities. Patents protect a company's innovation from potential infringers, while at the same time support the company's efforts to exploit their innovation commercially in the global marketplace. This book explores the role of patents in today's knowledge economy. We discuss how patents have become a valuable commodity and have a lucrative market of their own. However, to profit from patent monetization, this Patent market must be closely linked to the R&D market and the Product Market. This book offers a systematic approach to patent deployment to maximize profits beginning with data collection from patent, journal and business sources. Readers will be guided through analyses of the patent landscape to identify traps and opportunities for commercialization. This book argues that patents must be aggregated into portfolios to maximize their effectiveness and value in the modern economy. With strong patent portfolios, companies can be engaged in licensing and more sophisticated business models like forming patent alliances and collaborating with IP intermediaries. Finally, the book will provide an overview of the various ways of valuing patents and suggest some simplified approaches for management to value the company's patents.

As technological developments multiply around the globe—even as the patenting of human genes comes under serious discussion—nations, companies, and researchers find themselves in conflict over intellectual property rights (IPRs). Now, an international group of experts presents the first multidisciplinary look at IPRs in an age of explosive growth in science and technology. This thought-provoking volume offers an update on current international IPR negotiations and includes case studies on software, computer chips, optoelectronics, and biotechnology—areas characterized by high development cost and easy reproducibility. The volume covers these and other issues: Modern economic theory as a basis for approaching international IPRs. U.S. intellectual property practices versus those in Japan, India, the European Community, and the developing and newly industrializing countries. Trends in science and technology and how they affect IPRs. Pros and cons of a uniform international IPRs regime versus a system reflecting national differences.

The ambiguity and uncertainty inherent in the field of genetic science poses challenges in the application of traditional patent principles to genetic inventions. This book unravels the complex doctrines of Patent Law.

How a flexible and creative approach to intellectual property can help an organization accomplish goals ranging from building market share to expanding an industry. Most managers leave intellectual property issues to the legal department, unaware that an organization's intellectual property can help accomplish a range of management goals, from accessing new markets to improving existing products to generating new revenue streams. In this book, intellectual property expert and Harvard Law School professor John Palfrey offers a short briefing on intellectual property strategy for corporate managers and nonprofit administrators. Palfrey argues for strategies that go beyond the traditional highly restrictive "sword and shield" approach, suggesting that flexibility and creativity are essential to a profitable long-term intellectual property strategy—especially in an era of changing attitudes about media. Intellectual property, writes Palfrey, should be considered a key strategic asset class. Almost every organization has an 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 describes strategic approaches to each in a variety of organizational contexts, based on four basic steps. The most innovative organizations employ multiple intellectual property approaches, depending on the situation, asking hard, context-specific questions. By doing so, they achieve both short- and long-term benefits while positioning themselves for success in the global information economy.

Perhaps you've invented the next big breakthrough. If so, congratulations. Now the next test begins. How do you protect such an invention? How do you ensure that such protection adds value to your invention? And ultimately, how do you ensure that you get properly compensated for your invention? This textbook will teach these and other core patent concepts. The reader will follow the life of a patent, including how to conduct an inventor disclosure, write a patent application, and respond to actions from the USPTO, to eventually pursuing one or more profit options, such as litigation, brokering, or licensing. The focus of the textbook is on adding value to IP portfolios by implementing patent strategies at every phase of the patent process. The goal is to enable the reader to formulate and carry out such strategies. Keep inventing. Keep protecting.

Patents and Strategic Inventing spells out exactly what a typical corporate inventor needs to know about patents and patent strategy, as well as how these topics can be used to guide the creation of new products. It explains in clear, easy-to-understand language how to secure patents that deliver the most possible value to the organization and build legal protections into properties from the outset.

In the past decade, the patent system has undergone many changes as a result of the courts issue far reaching decisions, the USPTO narrowing the scope of patentable subject matter, and Congress making it easier to challenge and invalidate patents. As a result of these changes, many companies have lost their patents. Those that have successfully withstood the challenges of today's uncertain climate have seen their patents and, in turn, their products thrive. In Billion Dollar Patents, Joanna tells you exactly how they are doing it. How some drugs are earning billions of dollars in revenue with their patents, extending their market exclusivities, and keeping competitors off the market. Billion Dollar Patents explains the current patent environment and covers the ins and outs of what it takes to build a strong patent portfolio that will generate revenue and keep competitors at bay. Far beyond the typical "how to build a strategic patent portfolio" lesson, Billion Dollar Patents explains how to create and manage intellectual property assets that will withstand changes, extend market life, and generate value. It contains many real-life examples and case studies of

patents that have withstood the test of post-grant challenges and have helped extend the life of drug products on the market. Whether you are launching a startup or managing a global company, patent law does not have to be intimidating. The practical knowledge in Billion Dollar Patents will help technology entrepreneurs and executives make smart decisions when protecting their company and its assets.

This book provides an overview of the common concepts and building blocks of patent management. It addresses executives in the areas of innovation, R & D, patent and intellectual property management as well as academics and students. The authors give valuable information on the characteristics of patent and intellectual property management, based on the collaboration with companies and organizations from Europe, China, Japan, Argentina, Brazil, India, Canada and the US. A reference for managers who want to bring information technology innovation with a clear intellectual property strategy to the market. A very readable book. Thomas Landolt, Managing Director, IBM A really comprehensive, all-in book about Patents – strategy, value, management and commercialization. And not forgetting what they are for – foster innovation. Dr. Joerg Thomaier, Head of IP Bayer Group For tinkers, entrepreneurs, investors and any business with products or processes that can be patented, Patents Demystified provides an easy-to-understand insider guide to patents, patent law, and the patent application process. Based on the author's first-hand experience with both successful and failed companies of all sizes, readers learn the secrets of maximizing patent protection on any budget, with strategies that can be tailored to companies with any business plan or product. Instead of being intimidated and confused by patents, readers will discover how to proactively work with a patent attorney to craft a customized patent strategy, thereby taking the mystery out of what can be an arduous and complicated process."

A true original—the first practical guide to patents written specifically for corporate scientists, engineers, and product developers Patents and Strategic Inventing spells out exactly what a typical corporate inventor needs to know about patents and patent strategy, as well as how these topics can be used to guide the creation of new products. It explains in clear, easy-to-understand language how to secure patents that deliver the most possible value to the organization and build legal protections into properties from the outset. Nicholas Nissing was an inventor at Procter & Gamble, founded the consulting firm Luminosity LLC, which focused on new product development and patent strategy for large corporations, and is currently the Biotech Competitive Strategy Lead at the Monsanto Company and an adjunct professor at Washington University.

"Patent, E-Patent, E-Commerce, Internet, Software, Venture Capital, Business Methods, Patent Asset Management, Invent-On-Demand."

Long regarded as an essential underpinning of technological innovation in successful capitalist economies, the beneficial role of patents has recently been brought into question by those favouring 'open' innovation. This rigorous book surveys the theory, empirical evidence and public-policy related to the role of patents in a global knowledge economy.

Invention Analysis and Claiming presents a comprehensive approach to analyzing inventions and capturing them in a sophisticated set of patent claims. A central theme is the importance of using the problem-solution paradigm to identify the "inventive concept" before the claim-drafting begins. The book's teachings are grounded in "old school" principles of patent practice that, before now, have been learned only on the job from supervisors and mentors.

FROM PATENT TO PROFIT Patents and patent strategies are increasingly pertinent to the success of information age businesses, from affecting valuations to gaining tax advantages to increasing the starting price per share when taking a company public. Patent Strategy illustrates the impact patents can have on technology-driven businesses' tactical and strategic efforts. Here is step-by-step guidance to the patent process, the laws, and basic strategies—from a business-goal perspective—so that middle and upper-level managers can recognize the significance of patents in relation to a particular business and can incorporate proper patent management efforts into their business framework. In addition, this book serves as an invaluable reference for management and executives when making patent-related decisions such as whether a patent infringement study must be performed; whether the budget for patent matters should be increased or decreased; whether attempts should be made to license certain patent technology; and whether the firm should sue for patent infringement. Case studies throughout the book give you a specific business context within which to consider the concepts introduced. Statistics are presented to assist you in assessing various issues, planning patent strategies, and implementing patent management programs

Continuations allow inventors to claim technology developed after the original filing date of their patent, leading to concerns about inadvertent infringement and hold-up. We use the link between patents and standards created by the disclosure of standard essential patents (SEPs) to analyze the relationship between standard publication - a key observable milestone in technology development - and continuations. More than half of the SEPs in our data are filed after standard publication. Consistent with opportunistic behavior by patentees, there is a large increase in continuations immediately after standard publication. Keywords in the claims of SEPs linked to the same standard also become more similar after that standard is published.

As individuals and companies realise the importance of their inventions, issues surrounding patent laws and practices are taking centre stage around the world. Patent Strategy introduces researchers to patent applications and patent portfolios. With minimum use of 'legal jargon' it provides the technical professional with the assistance and advice they require to understand the legal complexities that they may encounter before and during a patent application. It also discusses the responsibilities of the researcher after patent applications have been filed and the role the researcher can play in the maintenance of a global patent estate. This updated edition of the best selling book has been expanded to keep pace with modern day movements and addresses the global issue surrounding intellectual property. Including new information on areas such as software and biotechnology it shows the techniques that can be used by individuals and academic inventors to protect their work and is the ideal reference source.

Bridges the gap between the legal system and scientific research and avoids legal jargon Details the reasons behind patents, their importance and relevance to all researchers and the strategy needed for filing for a patent Focuses on the strategy and reasons rather than just being a textbook of patent law Presents an overview of tools a researcher can use while working with a patent attorney or agent Adopts a readable style that explains the basics right up to developing a strategy Essential reading for all those who wish to keep pace and protect their work Reviews from previous edition: "...I can recommend it for technology managing types. Does a nice job of explaining many aspects of the patent system and patent strategies with a minimum of jargon and case citations..." —Internet Patent News "...provides an enlightened approach to a complex subject. It is relatively easy to read and follow..." —Polymers Paint and Colour Journal "This handy book provides the researcher with useful guidance on how to maximize the benefit of their inventiveness to themselves and their organization". —Journal of Chemical Technology and Biotechnology

A straightforward guide to inventing, patenting, and technology commercialization for scientists and engineers. Although chemists, physicists, biologists, polymer scientists, and engineers in industry are involved in potentially patentable work, they are often under-prepared for this all-important field. This book provides a clear, jargon-free, and comprehensive overview of the patenting process tailored specifically to the needs of scientists and engineers, including: Requirements for a patentable invention How to invent New laws created by President Obama's 2011 America Invents Act The process of applying for and obtaining a patent in the U.S. and in foreign countries Commercializing inventions and the importance of innovation Based on lecture notes refined over twenty-five years at The University of Akron, *How to Invent and Protect Your Invention* contains practical advice, colorful examples, and a wealth of personal experience from the authors. In today's turbulent global economy, companies establish competitive advantage by creating the most exciting ideas and taking them to market. To sustain this competitive advantage and thrive long term, innovative companies must use intellectual property to protect their valuable ideas. *iProperty* explores the intellectual property strategies and tactics used by successful companies to protect ideas. It answers the question, "If I'm serious about strategically deploying intellectual property in a way that benefits my bottom line, what should I do on Monday morning to make that happen?" Too often, books dealing with strategy remain high-level and vague, while intellectual property books frequently bog the reader down in the intricacies of patent laws and regulations. Avoiding these extremes, *iProperty* emphasizes the concrete details involved in actual implementation and provides executives, managers and attorneys with practical advice for developing and executing a strategic intellectual property plan that will yield a measurable return on investment. The first book on how patents and innovation interact within the two co-existing patent systems in Mainland China and Hong Kong.

Research on patent valuation has become increasingly important in academic and policy circles in the last few decades. In part, this is the outcome of the wide consensus that innovation is a crucial ingredient for growth at various levels. On the other hand, there has also been an overcoming of growth models unilaterally focused on technological-oriented approaches. This book presents novel and original research on patent value determinants, which are intrinsic or extrinsic to the innovator's business model. Grid Thoma has undertaken a long study on the strategic factors affecting patent valuation, bringing extensive quantitative evidences across various geographical and institutional contexts. Beforehand, the valuation of the patent real options is appraised when the innovator can postpone the additional investment required for the patent's successful exploitation. Then, he analyses what other complementary IP strategies are combined with patenting that in turn directly affect the value of patents. Moreover, the book scrutinizes the so-called 'strategic patenting' hypothesis according to which innovators obtain patents for other reasons beyond gaining IP protection. A second order of strategic factors affecting the value of patents resides at the outset of the invention process. These are constituted by knowledge spillovers, which are typically mediated by the local geographical context where the invention process takes place. The analysis shows that the contribution of knowledge spillovers from business and nonbusiness organizations to the value of the patented R&D constitutes a relevant aspect for an innovator's decision making. This thoughtful, cutting-edge research book is vital reading for researchers, academics, and policy decision makers in the area of in market valuation, management of technology, innovation management, and economic geography.

Patents protecting biotechnological invention are becoming ever more important. Because biotechnology has many differences with respect to other technologies, lessons learned in other fields of technology cannot simply be transferred to adopt a suitable strategy for dealing with biotechnology inventions. In this volume, general aspects of biopatent law will be discussed. This involves questions of patentability, including ethical issues and issues of technicality, as well as questions of patent exhaustion in cases where reproducible subject matter, like cells or seeds, is protected. Moreover, active and passive patent strategies are addressed. Further, insight will be given into patent lifetime management and additional protective measures, like supplementary protection certificates and data exclusivity. Here, strategies are discussed how market exclusivity can be extended as long as possible, which is particularly important for biopharmaceutical drugs, which create high R&D costs.

*Patents and Strategic Inventing: The Corporate Inventor's Guide to Creating Sustainable Competitive Advantage* McGraw Hill Professional

The U.S. patent system is in an accelerating race with human ingenuity and investments in innovation. In many respects the system has responded with admirable flexibility, but the strain of continual technological change and the greater importance ascribed to patents in a knowledge economy are exposing weaknesses including questionable patent quality, rising transaction costs, impediments to the dissemination of information through patents, and international inconsistencies. A panel including a mix of legal expertise, economists, technologists, and university and corporate officials recommends significant changes in the way the patent system operates. *A Patent System for the 21st Century* urges creation of a mechanism for post-grant challenges to newly issued patents, reinvigoration of the non-obviousness standard to quality for a patent, strengthening of the U.S. Patent and Trademark Office, simplified and less costly litigation, harmonization of the U.S., European, and Japanese examination process, and protection of some research from patent infringement liability.

The first edition of this book was written by Jeffrey Schox for his course "Patent Law and Strategy for Innovators and Entrepreneurs" at Stanford University. After an introduction to intellectual property, it explores the patent system, the requirements for a patent, infringement, and inventorship and ownership issues. The second edition included the America Invents Act ("AIA"), which transformed the U.S. patent system from a "first-to-invent" system to a "first-inventor-to-file" system. The third edition added a glossary and general edits. The fourth edition includes five additional cases: *KSR* (Supreme Court 2007), *Stanford v. Roche* (Supreme Court 2011), *Prometheus* (Supreme Court 2012), *Nautilus* (Supreme Court 2014), and *Limelight* (Fed. Cir. 2015).

