



Milgrim's Guide To IP Licensing

Roger M. Milgrim

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The value of IP licensing is growing, but until now there's been nothing in the marketplace to provide the necessary level of detail and professional analysis regarding these unique agreements. For the first time anywhere, Roger Milgrim shares his in-depth, detailed analysis of "what works and why" when drafting IP licensing agreements.

Only *Milgrim's Guide to IP Licensing* enables you to:

- Recognize the licensing plusses and minuses of each form of IP
- Avoid costly pitfalls in drafting
- Bring focus on methods and techniques to advance your clients interests
- Effectively optimize the value of your clients' IP assets
- Follow Roger Milgrim's personal, proven approach for negotiating and drafting effective IP licensing agreements, on either side of the license

Roger Milgrim's unparalleled guidance is designed to enhance the transactional skill of IP lawyers and supplement the IP knowledge of transactional lawyers. *Milgrim's Guide to IP Licensing* is a directly written, professional resource delivering practical, proven and expert guidance that enables you to:

- Master each provision in IP licensing agreements
- Focus on the grant, royalty, improvements and other key provisions
- Increase your awareness of how boilerplate provisions can be a pitfall
- Understand the reasons behind certain licensing provisions, so you know when and when not to apply them
- Exploit and protect valuable IP assets
- Successfully negotiate necessary language in your agreements
- Follow hundreds of examples with practical explanations of licensing techniques
- Develop greater knowledge of the ways in which other practice areas impact licensing law, including contract, bankruptcy, business entity, antitrust, tax, securities, dispute resolution (arbitration), and mergers and acquisitions
- Navigate the *America Invents Act* with regard to process licensing--and understand the potential risks in the new "first to file" system
- Avoid the often unperceived pitfalls of an agreement's arbitration clause
- Manage the tax treatment of royalties for both licensor and licensee

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Richard Martinez:

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