



Managing Intellectual Property (3)

John P Mc Manus

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For many knowledge-intensive or technology-based start-up companies, the professional management of intellectual property (IP) is critically important. In fact, IP may be the main asset by which the value of a young company is determined and on which decisions to invest in the company are based – and so IP needs to be considered very early in the planning process. The Commercialising Intellectual Property series of ebooks provides a detailed grounding for innovators and researchers. The third ebook in the series, *Managing Intellectual Property*, looks at managing the development of intellectual property from concept through to exploitation, involving the steps of identifying, capturing and assessing the value of IP. Specifically covered are Codes of Practice, internal best practice procedures, IP policies and IP audits.

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