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Video ~ How to Take SVBS Courses

this course.

Patent Monetization

Patent Monetization

The Patent Landscape

The Patent Landscape

Video ~ The Patent Wars

Reading ~ Patent Litigation Study

Page ~ Apple v. Samsung Case

Apple / Samsung Tablet Patent War

Video ~ Calculating Patent Damages

Reading ~ Apple / Samsung Verdict

Video ~ China's Patent Arms Race

Reading ~ Apple & Google Settle Dispute

Patent Wars

Q & A ~ Patent & I.P. Strategies ~ Patent Wars

Video ~ Samsung Apple Damages \$119m

Read Patents, Cloaks & Daggers, Pages 13-20. See instructions at top of page for how to download this eBook.

Video ~ Apple / Samsung Verdict

Patent Wars

Video ~ Monetizing Your Patents

Video ~ Do Patents Make Products?

Slideshow Handout ~ Monetizing Your Patents

Read Patents, Cloaks & Daggers, Pages 19-20. See instructions at top of page for how to download this eBook.

Q & A ~ Patent & I.P. Strategies ~ Patent Monetization

Read Patents, Cloaks & Daggers, Pages 8-22. See instructions at top of page for how to download this eBook.

Q & A ~ Patent & I.P. Strategies ~ The Patent Landscape

How patent wars are shaping Silicon Valley and the technology sector.

Video ~ Patent War Lawyers Assemble in Silicon Valley

Reading ~ Apple requests Samsung Pay almost \$16m Legal fees

Patent Strategies for Corporate Product Marketers

Video ~ Patent Strategies for Corporations (Product Marketers)

Read Patents, Cloaks & Daggers, Pages 35-37. See instructions at top of page for how to download this eBook.

Patent & I.P. Strategies for Startups

Video ~ Why Startups Don't Need Patents

Patent Sales and Other I.P. Transactions

Read Patents, Cloaks & Daggers, Pages 28-37. See instructions at top of page for how to download this eBook.

Read Patents, Cloaks & Daggers, Pages 64-102. See instructions at top of page for how to download this eBook.

Slideshow Handout ~ Technology Transactions URL

Slideshow Handout ~ Who's Buying Patents?

Slideshow Handout ~ Who's Selling Patents?

Video ~ Negotiating Patent Purchase Agreements

Slideshow Handout ~ Negotiating Patent Purchase Agreements

Video ~ The License Back: Sell Patents, then Sell the Company?

Video ~ Protecting From Aggressive Assertion of Patents Post-Sale

Slideshow Handout ~ Trading Patents in Stealth Mode

Video ~ Why Patent Buyers Acquire IP via Shell Companies

Video ~ News that Apple Consortium Acquires Nortel Patents

Q & A ~ Patent & I.P. Strategies ~ Patent Sales and Other I.P. Transactions

Patent Injunctions ~ Blocking The Sale of Products

Reading ~ Judge Dissolves Apple's Injunction Against Galaxy Tab

Reading ~ Apple v Samsung: Judge rejects Sales Ban Injunction

Reading ~ Samsung Galaxy Nexus ban overturned by US appeals court

Optional Reading ~ Order on Motion to Dissolve Injunction in Apple/Samsung Case

Video explains how single patents are often invalidated and how this drives patent holders to assemble

The role played by NPE's, or "patent trolls" in patent licensing, litigation and the patent landscape.

A defensive patent aggregation (DPA) is the purchasing of patents or patent rights to keep such patents out of the hands of entities that would assert them against operating companies.

Paper explaining the issues for licensors to consider. Negotiating and issues to consider when

Insights into patent cross-licenses in light of the partnership agreement announced by Microsoft and Samsung

Website describing how cross-licensing under the LOT Network arrangement is designed to restrict

Fair, reasonable, and non-discriminatory terms (FRAND), are a licensing obligation that is often required by standard-setting organizations for members that participate in the standard-setting process. Standard-setting organizations are the industry groups that set common standards for a particular industry in order to ensure

How patents are valued on the market today. Patent valuation: assessing the market value of a patent in various scenarios. His lecture describes how the value of a patent is determined in situations where the patent is already licensed, licensees have been identified but license agreements have not been contracted, and where licensing

Video ~ Google's Acquisition of Motorola Mobility

Patent Sales and Other I.P. Transactions

For more information on this topic, see the Remedies course.

Video ~ Apple Wins US Injunction Against Galaxy Tab

Video ~ Insights into Apple's Galaxy Tab Injunction

Q & A ~ Patent & I.P. Strategies ~ Patent Injunctions

portfolios, assert patents in groups and accumulate large pools of patents.

Read Patents, Cloaks & Daggers, Pages 30-31. See instructions at top of page for how to download this eBook.

Video ~ Patents are Fragile-Why There's Safety in Numbers

Read Patents, Cloaks & Daggers, Pages 22-27. See instructions at top of page for how to download this eBook.

Audio ~ NPR Audio Radio Broadcast ~ When Patents Attack

Reading ~ Article Arguing the Patent System is Not Broken

Video ~ Nathan Myhrvold Founder of Intellectual Ventures

Page ~ Transcript of Audio Recording "When Patents Attack"

Q & A ~ Patent & I.P. Strategies ~ Non-Practicing Entities

Reading ~ Description of Defensive Patent Aggregators

Paper ~ Negotiating Outbound Licensing Agreements

preparing outbound licensing agreements.

Video ~ Avoiding Unintentional Poison Pills

Paper ~ Avoiding Unintentional Poison Pills

Exit considerations for startups.

Patent Cross-Licensing

Reading ~ LOT Network

Video ~ Frand-ly Licensing

Note: See the Valuation course for further information.

Slideshow Handout ~ Patent Valuation

Q & A ~ Patent & I.P. Strategies ~ Patent Valuation

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Video ~ Patent Valuation

Quiz 87 ~ Patent Valuation

Certificate of Completion

Read Patents, Cloaks & Daggers, Pages 38-63. See instructions at top of page for how to download this eBook.

Patent Valuation

potential is unknown.

Q & A ~ Patent & I.P. Strategies ~ Defensive Patent Aggregators

Slideshow Handout ~ Avoiding Unintentional Poison Pills

Q & A ~ Patent & I.P. Strategies ~ Patent & I.P. Licensing

Read Patents, Cloaks & Daggers, Pages 75-79. See instructions at top of page for how to download this eBook.

Q & A ~ Patent & I.P. Strategies ~ Patent Cross-Licensing

compatibility and interoperability of devices manufactured by different companies.

Reading ~ Why FRAND Commitments are Not (usually) Contracts

Q & A ~ Patent & I.P. Strategies ~ FRAND Licensing & Standards Bodies

Video ~ Patent Cross License Agreements

patent litigation from non-practicing entities.

FRAND Licensing & Standards Bodies

Reading ~ Samsung accused of Frand Patent Abuse

Reading ~ Samsung Faces Fine for FRAND "Hold-Up"

Video ~ Intellectual Ventures & Inventions for Profit

Video ~ The Truth About Patent Trolls on Halloween

Reading ~ Antitrust Battle Against 'Patent Trolls'

Q & A ~ Patent & I.P. Strategies ~ Patent Portfolios

Video ~ Patent Injunctions

Video ~ Injunctive Relief

Patent Portfolios

Non-Practicing Entities

Non-Practicing Entities

Defensive Patent Aggregators

Reading ~ IPO Filing for RPX

Reading ~ Allied Security Trust

Patent & I.P. Licensing

Reading ~ Open Invention Network

Video ~ Blocking Import at the ITC

Slideshow Handout ~ Selling Your Patent

Quiz 182

Selling and trading in patent assets.

Paper ~ Guide to Selling your Patent

Video ~ Selling Your Patent

Video ~ Infringed Patents Sell

Video ~ Technology Transactions

Video ~ Who's Buying Patents?

Video ~ Who's Selling Patents?

Video ~ Unravelling Patent Sales

Video ~ Nortel Patent Auction

Video ~ Trading Patents in Stealth Mode

Strategies for building and managing patent portfolios. Maximizing value and return from I.P. investments.

Slideshow Handout ~ Patent Strategies for Corporations (Product Marketers)

Q & A ~ Patent & I.P. Strategies ~ Patent Strategies for Corporate Product Marketers

Patents, trademarks, copyright and strategies for high-technology startup companies.

Slideshow Handout ~ Trends in Patent Trading & Commercialization

Q & A ~ Patent & I.P. Strategies ~ Patent & I.P. Strategies for Startups

Video ~ Intellectual Property Strategies for High-Tech Startups

Slideshow Handout ~ Patent & I.P. Strategies for Startups

Video ~ Trends in Patent Trading & Commercialization

Slideshow Handout ~ The Patent Wars

Reading ~ Summary of Apple/Samsung Case

Video ~ Patent Wars, New Kind of Competition

Understanding patents, the motivations of buyers, sellers and the market drivers.

Video ~ Welcome to our Course on Patent Strategies

selling patents, licensing, IP backed loans and other emerging techniques.

Download Book: Patents, Cloaks & Daggers

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UNDERSTAND FIXED MIND

Patent Strategies

HOME

Patent assertion, defensive measures, portfolio construction and other strategic issues are taught in this module. The various business models encountered in the patent business are presented and discussed, including patent aggregators, non-practicing entities and defensive patent pools. For basic course on US patents, please consider the Patents & I.P. course. This course focused on patent strategies in business. Please review all the materials below and take the guizzes in order to complete this course. You can take the quizzes several times, but you must select a correct answer to each question before successfully completing this course.

This book is available for free from SVBS. Download this eBook in PDF format. Certain pages will be assigned to certain sections of this course, but it is suggested that you read all this book as part of

Ten techniques for monetizing patents. This lecture covers topics such as monetizing through product sales,

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