



From Assets to Profits: Competing for IP Value and Return

Bruce Berman

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Edited by IP communications expert Bruce Berman, and with contributions from the top names in IP management, investment and consulting, *From Assets to Profits: Competing for IP Value and Return* provides a real-world look at patents, copyrights, and trademarks, how intellectual property assets work and the subtle and not-so-subtle ways in which they are used for competitive advantage. Authoritative and insightful, *From Assets to Profits* reveals the most relevant ways to generate return on innovation, with advice and essential guidance from battle tested IP pros.

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