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# Foreword

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The words may not yet have been spoken but the proclamation has been written that Intellectual Property as an asset class has finally arrived. Not surprisingly, the transfer of IP has become more central to business strategy as a result. Jacques de Werra has prepared a must-have guide to this new financial era in the *Research Handbook on Intellectual Property Licensing*.

The *Handbook* brings together a unique collection of world renowned experts providing detailed discussion in every chapter. The brilliance of this collective work is found in its broad two dimensional focus – beyond patents to all key IP assets on the one hand, and country specific discussion for key regions around the world on the other.

Taking copyrights as an example, the *Handbook* includes an obligatory discussion of U.S. copyright law but also focuses on current issues governing copyright licensing in Europe and cross border transactions generally. Recognizing this current global focus, de Werra brings readers a dedicated chapter on enforcement of open sources software licenses.

Key issues regarding international patent licensing are detailed alongside modern challenges governing the transfer of factual information and databases not otherwise patent protected. Whether part of these transactions or separate, trademark license issues are addressed in equal detail. Perhaps even more challenging to manage given the American Invents Act, the commercial transfer of trade secrets and know-how are also covered and hereto the *Handbook* does a terrific job presenting best practices.

I read the *Research Handbook on Intellectual Property Licensing* with both a merchant banking and association leadership point of view. I found refreshing and timely those chapters dedicated to technology licensing between academic institutions and private companies as well as the understanding provided regarding developing socially responsible non-exclusive intellectual property initiatives in the pharmaceutical sector. De Werra relies on leading members from the Licensing Executives Society for such insight.

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Another unique aspect de Werra has put together is coverage of the complete life cycle of IP issues from the *Handbook's* forward-looking view of a concept proposal for a model intellectual property commercial law to discussion of licensing agreements in bankruptcy and arbitration. De Werra himself presents his design for a global alternative dispute resolution policy applicable to intellectual property licensing disputes.

Regional licensing issues are presented for Europe and Asia with the latter containing country specific discussion of China, India and Japan.

Whether read cover-to-cover as a compilation of current best practice or used as a true reference guide, the *Research Handbook on Intellectual Property Licensing* is a must have for anyone seeking to capture value from intangible assets.