

Intellectual Asset Management



blog

New book lifts the lid on IP value creation

In the past, most talk about IP exploitation has focused pretty much exclusively on monetisation. But as those on the coalface know, there is a lot more to it than that. Although some IP rights can generate direct revenues for companies, in many ways the real value of IP lies in other areas: the freedom to operate it can provide; the way it can underpin collaborative deals; its use as collateral in raising cash; and so on.

This is something that IAM columnist [Bruce Berman](#) has demonstrated he understands, not only in the five years he has been writing for the magazine, but also in the work he does with IP owners, intermediaries and financial institutions on a daily basis. And he has now called on his wide range of top-level contacts to produce a fascinating book that explores the full potential in IP rights. This blog does not usually make reading recommendations, but [From Assets to Profits: Competing for IP Value and Return](#) is an exception. You will not find a better book on the subject, however hard you look.

Sectors

IP management, Licensing, IP litigation, Patents, IP business, IP finance, IP valuation

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