

les Nouvelles

JOURNAL OF THE LICENSING EXECUTIVES SOCIETY INTERNATIONAL

Volume XLVIII No. 1

March 2013



Advancing the Business of Intellectual Property Globally

Recent Rulings On The Entire Market Value Rule And Impacts On Patent Litigation And Valuation

ERIC PHILLIPS AND DAVID BOAG – Page 1

The Exhaustion Theory Is Not Yet Exhausted: Part 2

ERIK VERBRAEKEN – Page 7

Patent Licensing And Assignment With An Eye Toward Enforcement: Tips For University Patent Owners

CHRISTOPHER LARUS, JOHN K. HARTING AND SHARON ROBERG-PEREZ – Page 13

Cystic Fibrosis Patents: A Case Study of Successful Licensing?

MOLLIE A. MINEAR, CRISTINA KAPUSTIJ, KAELEEN BODEN, SUBHASHINI CHANDRASEKHARAN AND ROBERT COOK-DEEGAN – Page 21

The Clear Decision In Uniloc Needs Clarification

DREW E. VOTH AND KATHLEEN PETRICH – Page 31

Achieving Breakthrough Innovation And Adjacent Space Growth Through Collaborative Innovation

GENE SLOWINSKI AND MATTHEW W. SAGAL – Page 37

Technology Transfer's Twenty Five Percent Rule

ASHLEY J. STEVENS AND KOSUKE KATO – Page 44

Boom Or Bust - How To Structure Technology Transfer For Success

BRIAN CUMMINGS AND ROSEMARIE TRUMAN – Page 52

Innovation For Growth: The Challenge Of Sustained Growth And The Increasingly Important Role Of Innovation Enablers

NITIN CHAUDHARY AND NEERAJ KATHURIA – Page 60

If the Sky Were the Limit What Would You Do In Technology Transfer?

GARY KELLER, FIZIE HALEEM, STEVEN FERGUSON, AL JORDAN AND CHERYL CEJKA – Page 66

Decompose And Adjust Patent Sales Prices For Patent Portfolio Valuation

JIAQING "JACK" LU – Page 71

Recent U.S. Court Decisions And Developments Affecting Licensing

JOHN PAUL AND BRIAN KACEDON – Page 80