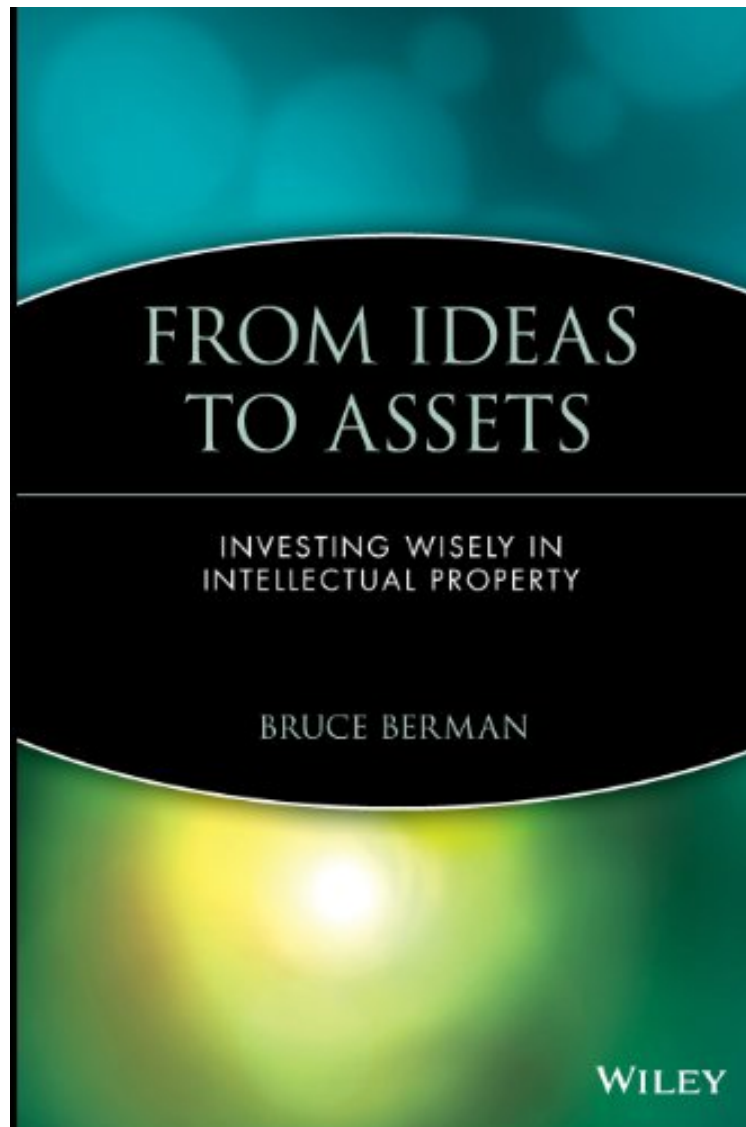


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13 of 16 people found the following review helpful. This book is filled with nonsenseBy A. J. SutterMany of the articles in this collection haven't withstood the test of time -- a mere three years.The reason is an unrealistic view of patents and other IP as financial assets, without any regard for where their value comes from. In industry, for example,

a naked patent license (i.e., without accompanying know-how) usually only has defensive value against a possible lawsuit. It has little enabling value for someone who wants to learn how to practice the invention. However, this bit of reality doesn't prevent some authors from fantasizing about stock exchange-style markets for IP. These haven't materialized. Similarly, most (perhaps all) of the Internet-based IP exchanges that sprung up during the dot-com era have failed to survive to the present, at least under their original business model. Another area that's way beyond reality is the discussion of securitization of IP assets. The original deal of this type -- the famous "Bowie Bonds" deal of 1997 -- was downgraded to junk status in late 2004. In 1997 who knew about Internet file-sharing? Nonetheless, in 2002 one of the authors in this book claimed that there would be \$500 BILLION of these securitization deals by 2005. (You might need to look on the Internet for this, I don't think it's in the book: search for Licent Capital, and you'll find this prediction quoted in an article by Deloitte Touche, among other places.) The actual market in late 2004, was around 0.1% of the prediction -- and actually less, since the market was comprised mainly of purchases (i.e. assignments) of royalty streams, not securitization. Moreover, that activity was mainly in the biopharma area. If you think this is less risky than David Bowie royalties, just recall the withdrawal of Vioxx and certain other painkillers from the market earlier in 2005. Finally, if you do buy this book, just try this experiment (especially regarding Part 4, the most financially-oriented section): try finding the homepages of the various authors' companies. Good luck!

2 of 2 people found the following review helpful. The "Go To" Book to Exploit Your Intellectual Assets By Paula Jellinghaus "From Ideas to Assets" remains the "go-to" book for intellectual property executives businesses. It is essential reading for inventors, Boards of Directors, senior middle level executives, investors, analysts, bankers, RD departments, CTO's, IP attorneys, licensing consultants -- anyone whose mission is to derive shareholder, business or personal value from intellectual. "From Ideas to Assets" provides a comprehensive overview of precisely what intellectual assets are, how they work and what you need to know about them to succeed in today's competitive business environment. This is especially relevant today, 2006, when business economics if not corporate survival demands that institutions have access to critical information about their intellectual property along with the know-how and means to exploit it. Corporate governance mandates that Boards and senior corporate management fully understand their company's intellectual property, its value and positioning ... or suffer the consequences. This book remains an informative, intelligent, accessible and easy-to-follow resource and roadmap for understanding, evaluating and maximizing returns on patents and other intellectual assets. It has been my experience that the biggest stumbling block to successful exploitation of intellectual assets has been the very absence of a clear-cut understanding of what they are, how to exploit them, and why intellectual assets must be an integral part of the institution's overall strategy. "From Ideas to Assets" is a must-read book to bring about this understanding.

2 of 2 people found the following review helpful. Excellent Overall IP Strategy Book By Bishal Nepal "From Ideas to Assets" has a wealth of information for the cost of the book: 25 chapters--each written by an independent expert, talking about IP from every angle. I first read this book in 2010, and had to re-read in 2012 simply because I could not find any other single book written by 25 authors talking about different aspects of IP. However, the book has some limitations. Some data/concepts are too futuristic and highly extrapolated--out of reality. Regardless of the few data hypes in the book, the book still maintains a total control in providing high quality information.

In the information age, intellectual property rights such as patents, copyrights, and trademarks are among companies' most valuable assets. Today, managers and investors in a wide variety of industries need to understand the fundamentals of intellectual property rights in order to make informed decisions about the companies they run and the investments they hold. From Ideas to Assets provides a detailed overview of what intellectual property assets are and how they work - and what you need to know about them to succeed today's competitive business environment. It offers techniques for valuing intellectual property and discusses ways to help you maximize returns and discern performance variables. The 25 expert contributors to this volume approach the subject from the varied perspectives of shareholders, managers, analysts, accountants, advisors, and other professionals. Original tables, graphs, and statistics related to intellectual property returns and performance indices are included to clarify important legal and accounting concepts. This easy-to-read guide covers strategies for businesses in various industries, including the financial and manufacturing sectors. This is not a textbook or a stock-picking manual. From Ideas to Assets is a focused resource that provides diverse audiences with valuable guidance on the IP basics they need to know.

"A new book, From Ideas to Assets: Investing Wisely in Intellectual Property, edited by Bruce Berman, can help engineers fill the holes in their knowledge of the intricacies of working with IP so they can be better engineers." (EE Times, Jan 02) "...[From Ideas to Assets] has captured the business community's attention by detailing the way companies have turned patents into cash." (Forbes ASAP, June 24, 2002) "[R]equired as reading and as a reference tool for any IP attorney, corporate CFO, IP manager, accountants, [and] institutional investors" (Intellectual Property Today, March 2002) "Bruce Berman brings the flair of the entrepreneur to the field of Patents. His skills--as a business executive, networker and public relations strategist--are unique in the 'green eye shade' world of intellectual property. This book is a must read for those who want to know how the business of patents really works." (Hon. Bruce Lehman,

Assistant Secretary of Commerce and U.S. Commissioner of Patents Trademarks, 1993-1999) "From Ideas to Assets solves the mystery of the 'hidden' value of intellectual property by drawing upon a user friendly, multi-disciplinary approach that challenges readers as well as informs them." (Jack J. Ross, CEO, Licent Capital, Founding member and former Group Head of Merrill Lynch's Asset Backed Finance Group) "Bruce Berman's tour de force is a must for every senior financial executive. Derivatives, cash flow forecasting and asset-backed securitization were each an idea that spawned a new business. From Ideas to Assets: Investing Wisely in Intellectual Property provides both managers and bankers with an 'A to Z' on how to protect and capitalize on innovation." (George L. Davis, Former Group Executive for North America, Citigroup and EVP in Charge of Worldwide Investment Banking, First National Bank of Chicago) "Intangible intellectual assets have become the coin of the realm for many transactions. From Ideas To Assets is essential reading for every serious investor or dealmaker. Those involved in information technology, pharmaceuticals, or any other industry in which IP value plays a part will find this book a key to unlock new meaning." (Arthur H. Rosenbloom, Managing Director, CFC Capital Corp., former Chairman, Patricof Co. Capital Corp., Adjunct Professor of Finance, Leonard N. Stern School of Business, New York University) "The use of intellectual property to support business strategies may be the least understood tool in business today. From Ideas to Assets is an invaluable asset to the managers, investors and advisors. For those who already 'get it', this book provides useful data and reinforcement. For those who don't, it is background that is certain to inspire. Bruce Berman has once again done us a valuable service by providing the information and context managers now need to succeed." (Harry J. Gwinnell, Director of Intellectual Property, Cargill Incorporated) From the Publisher "Bruce Berman brings the flair of the entrepreneur to the field of Patents. His skills--as a business executive, networker and public relations strategist--are unique in the 'green eye shade' world of intellectual property. This book is a must read for those who want to know how the business of patents really works." (Hon. Bruce Lehman, Assistant Secretary of Commerce and U.S. Commissioner of Patents Trademarks, 1993-1999) "From Ideas to Assets solves the mystery of the 'hidden' value of intellectual property by drawing upon a user friendly, multi-disciplinary approach that challenges readers as well as informs them." (Jack J. Ross, CEO, Licent Capital, Founding member and former Group Head of Merrill Lynch's Asset Backed Finance Group) "Bruce Berman's tour de force is a must for every senior financial executive. Derivatives, cash flow forecasting and asset-backed securitization were each an idea that spawned a new business. From Ideas to Assets: Investing Wisely in Intellectual Property provides both managers and bankers with an 'A to Z' on how to protect and capitalize on innovation." (George L. Davis, Former Group Executive for North America, Citigroup and EVP in Charge of Worldwide Investment Banking, First National Bank of Chicago) "Intangible intellectual assets have become the coin of the realm for many transactions. From Ideas To Assets is essential reading for every serious investor or dealmaker. Those involved in information technology, pharmaceuticals, or any other industry in which IP value plays a part will find this book a key to unlock new meaning." (Arthur H. Rosenbloom, Managing Director, CFC Capital Corp., former Chairman, Patricof Co. Capital Corp., Adjunct Professor of Finance, Leonard N. Stern School of Business, New York University) "The use of intellectual property to support business strategies may be the least understood tool in business today. From Ideas to Assets is an invaluable asset to the managers, investors and advisors. For those who already 'get it', this book provides useful data and reinforcement. For those who don't, it is background that is certain to inspire. Bruce Berman has once again done us a valuable service by providing the information and context managers now need to succeed." (Harry J. Gwinnell, Director of Intellectual Property, Cargill Incorporated)