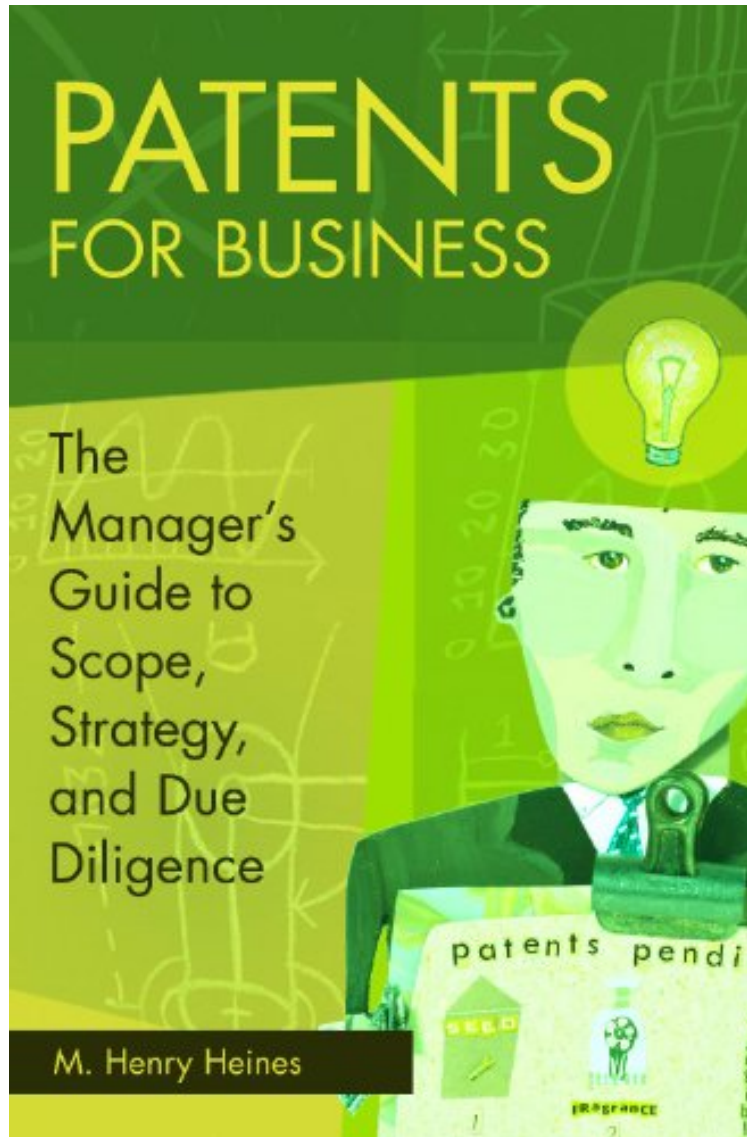


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Patents for Business: The Manager's Guide to Scope, Strategy, and Due Diligence

M. Henry Heines

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M. Henry Heines : Patents for Business: The Manager's Guide to Scope, Strategy, and Due Diligence before purchasing it in order to gage whether or not it would be worth my time, and all praised Patents for Business: The Manager's Guide to Scope, Strategy, and Due Diligence:

In a world where your intellectual property is your most valuable asset, patents are becoming an essential tool for achieving and maintaining a competitive edge. With billions of dollars at stake, companies are defending their patents vigorously; high-profile cases, such as Microsoft's \$900 million patent dispute settlement with Sun Microsystems, and Medtronic's acquisition of a competitor's entire patent portfolio for \$1.35 billion, are cases in point. While most companies will not operate at this level, the strategic management of patents, and the costs of enforcing and defending them, are becoming critical business functions. In this accessible and practical guide, Henry Heines shows readers how to apply due diligence, a common concept in corporate finance and investing, to analyze the costs and benefits of patent management, and to navigate through the legal and technical maze. With dozens of examples from many industries, he walks readers through the various ways in which technological advances can be presented as patentable inventions and in which the patents of competitors can be confronted and evaluated. He also offers guidance in managing a portfolio of patents and inventions, regardless of whether they make it to market as products. A glossary of terms and listing of resources will make this book a handy reference for anyone involved in product development, corporate strategy, or intellectual property.

"A very readable and informative introduction to intellectual property issues. While not a Grisham novel, it is written in a very approachable style that makes the best of a topic that can often be dry and tedious in its details. Heines provides complete coverage of the issues, methods, and art of managing patents including ways of identifying prior art, understanding the differences between novelty and obviousness, and the critical inquiries of whether or not a company will have the ability to conduct its business, or have freedom to operate all based on the authors real-world experiences. Heines provides a good overview of the various national and regional patent systems around the world. This is a topic that will only continue to gain importance in corporate mission statements. This type of book should be required reading for those tasked with the burden of building and maintaining a patent portfolio." - Patent Baristas

"This book is recommended as a starting point for a businessperson faced with the challenges of starting and/or managing a patent portfolio. [H]eines's book fills a niche in a market in which many books are directed to patent practitioners and gloss over the basics of patent law. Patents for Business is a practical investment for business managers and other non-patent practitioners to use in the development and management of their companies' patent portfolios. An understanding of the issues presented and explained in the book will enable readers to more fully participate with their patent lawyers in making the decisions necessary to build strong, sustainable patent portfolios." - Business Law Today

"The book covers everything a business leader needs to know: e.g., due diligence, patentability, claim scope and strategies, claim analysis, identifying prior art, and novelty/nonobviousness. All written in an easy to read, non-legalese manner that puts this book on a list of great gifts for new managers and an introduction to patents." - The Invent Blog

"The author, a chemical engineer and patent lawyer, examines what can be patented, whether an idea or invention is worth patenting, and how to go about doing that. He also looks at how to manage a portfolio of patents and inventions." - The Kansas City Star

"Heines is a chemical engineer, patent attorney, and partner in a San Francisco-based law firm. Drawing on 30-plus years of experience advising clients in such fields as chemistry, biotech, semiconductors, medical devices, and laboratory instruments, he offers a practical guide for business professionals. The text demonstrates how to apply the concept of due diligence to analyze the costs and benefits of patent management, and to work through the legalities and technicalities of the patent process. Also included are a glossary of terms and a list of print and nonprint references and supplementary materials. For business professionals involved in product development, corporate strategy, or intellectual property." - Reference Research Book News

"This book is aimed at managers who need to have basic awareness in the arena of intellectual property to make assessments and decisions related to due diligence and other day to day issues that arise. The book succeeds very well and provides a broad survey of the key topics that these managers need including: patentability, prior art search, novelty and non-obviousness, claims analysis, and freedom to operate. Mr. Heines gives many specific examples to help the reader absorb the fine points of the topics discussed. While aimed at managers, Patents for Business is also a useful primer for the innovation practitioner." - InnovatingtoWin.com

"[L]ays out what every company needs to know about its patents and the ways that a well-managed patent portfolio can help the company establish and maintain a competitive edge. Patents for Business helps business-people determine to what extent their proprietary subject matter is truly protected and the strength of their case against competitors. It also answers questions about patent ownership, such as What are the relative rights of joint inventors? and What are the relative rights and obligations of employers and employees?. Including a glossary of terms and a listing of resources, Patents for Business is an accessible and practical guide that will help businesses navigate the legal and technical maze of patents. It is sure to prove a handy reference for anyone involved in product development, corporate strategy, or intellectual property." - Intellectual Property Today

"Heines has written a very useful book for introducing your client's business people and engineers to the patent world. The book is written for anyone who needs an introduction to patents and discusses all aspects of patenting from strategies for claiming through patent infringement. It also explains bedrock concepts like invalidity, prior art and obviousness. Additionally, there are sections on handling IP due diligence and theories for setting up a patenting operation within a company, which could be useful both for the new company patenting for the first time and

established companies as a check on how their patenting operation is running. Finally, there is a well thought out glossary of terms, which could be a useful glossary of terms for business people to refer to when they need an IP refresher." - Chicago IP Litigation Blog

"This is a good book for business/RD managers who want to become more knowledgeable in the field of patents, and to understand the basics of patenting strategies and infringement. Written for non-lawyers, the book sets up the fundamentals of patenting in an easy-to-understand way. Eschewing formalities, the book quickly starts with claiming strategies that explain through examples how the right to exclude applies to various claim formats. Using some nice 2-D diagramming, Heines shows how claims cover elements of a product, and how infringement can be determined.[a] handy reference for anyone involved in product development, corporate strategy, or intellectual property." - 271.patent.blogspot.com

"[O]ffers a practical guide for business professionals. The text demonstrates how to apply the concept of due diligence to analyze the costs and benefits of patent management, and to work through the legalities and technicalities of the patent process. Also included are a glossary of terms and a list of print and nonprint references and supplementary materials. For business professionals involved in product development, corporate strategy, or intellectual property." - Reference Research Book News

"Chemical engineer and patent attorney M. Henry Heines offers a user-friendly guidebook for people in the product-development and intellectual-property arenas. Heines shows the steps of assessing the benefits and costs of patent management. He demonstrates how technological advances can be represented as inventions that qualify for patents, as well as how the patents of competitors can be challenged." - Fort Worth Star-Telegram (Texas)

"[A]n informative backgrounder about the business of patents, from nuts-and-bolts introduction to patent management to strategic issues. The book: Patents for Business: The Manager's Guide to Scope, Strategy, and Due Diligence, lays out the essentials that managers need to know about developing and managing a patent portfolio. Heines mines solid nuggets about patent basics: excellent disclosure about claims, including claim scope analysis; the specification; the wisdom of patentability searching, and explanation of prior art. Other, more business related topics covered: patent due diligence; coverage strategies and perspectives; freedom to operate; patent portfolio management; multinational patent filing; the use of provisional applications, and inventorship issues.[a] highly recommended touchstone for grounding business professionals in the fundamental aspects of patenting and patent life cycle management." - The Patent Prospector

About the Author

M. Henry Heines is a chemical engineer, patent attorney, and partner in the law firm of Townsend and Townsend and Crew LLP, headquartered in San Francisco. He has over 30 years of experience advising large and small businesses, universities, research institutions, and venture capitalists in such fields as chemistry, biotech, semiconductors, medical devices, and laboratory instruments. He is the author of many articles on the management of patents, and serves as Patent Editor of Chemical Engineering Progress. He is also the author of Patent Empowerment for Small Corporations (Quorum, 2001).