

Reading list for issues in NCET2 (June 25, 2009) Patent Value: Be skeptical by Mark Catan

Topic	Reference
<p>General overview of patents and patent process ... and strategy.</p>	<p>A good free reference can be found at <a href="http://www.fishiplaw.com/strategic-patenting/preface.html">http://www.fishiplaw.com/strategic-patenting/preface.html</a>.</p> <p>Patent Strategy: For Researchers and Research Managers by H. Jackson Knight</p>
<p>Books by Robert Fish focusing on cost effectiveness and strategy. They deal with value and are accessible to patent novices.</p>	<p>Cost Effective Patenting and Strategic Patenting by Robert D Fish.</p>
<p>Overview of patents combined with strategy overview.</p>	<p>Patent Strategies for Business by Stephen C. Glazier</p>
<p>Claims – A bit deeper. Don't be bothered by the title. It's accessible to non-lawyers.</p>	<p>Invention Analysis and Claiming: A Patent Lawyer's Guide by Ronald D. Slusky</p>
<p>Excellent book which makes it very clear that patents are not a legal discipline. They are a business discipline (with legal control points).</p>	<p>Inside the Patent Factory: The Essential Reference for Effective and Efficient Management of Patent Creation by Donal O'Connell</p>
<p>John Cronin is a superhero when it comes to patent strategy. He is a pricey consultant, but he's the gold standard on the topic of patent strategy. This brief article argues for a rather tiny role for lawyers and highlights the problem of simply expecting the lawyers to take over the process of after an invention disclosure has been prepared.</p>	<p><a href="http://www.ipcg.com/thoughtleadership/IAM-Understanding_and_Unifying_Diverse_IP_Strategy_Perspectives.pdf">http://www.ipcg.com/thoughtleadership/IAM-Understanding_and_Unifying_Diverse_IP_Strategy_Perspectives.pdf</a></p>
<p>This is a counterpoint to Cronin's viewpoint (by me) which argues that good patent lawyers can stretch their boundaries into the business thinking process and contribute a great deal more than procedural and legal knowledge and skill. It also pushes the theme of the NCET2 Value presentation that clients should be more involved.</p>	<p><a href="http://www.milesstockbridge.com/pdfuploads/520_IPInnovationInADownEconomy.pdf">http://www.milesstockbridge.com/pdfuploads/520_IPInnovationInADownEconomy.pdf</a></p>
<p>A practical guide to IAM which is written for smaller concerns, not huge high level managers.</p>	<p>Managing Intellectual Capital in Practice by Göran Roos et al</p>
<p>One of the themes of my talk is that the details of patents should always be referenced to the value they create and the whole idea of monopoly power. But staple patents don't give monopoly power in a very broad sense of "market." This book explains the author's very useful way of looking at markets, called a strategy canvas, and how each market can be viewed as a unique combination of values provided by a new product or service. It's a great mental tool. The book is cheap and it is fun to read.</p>	<p>Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant by W. Chan Kim and Renée Mauborgne.</p>
<p>Product ecosystem</p>	<p>Edison in the Boardroom: How Leading Companies Realize Value from Their Intellectual Assets by Julie L. Davis and Suzanne S. Harrison</p>