



Empowering Intellectual Property - Best Practices For Innovators, Managers, and Investors

Michael N. Haynes

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Brought to you by registered patent attorney Michael N. Haynes, who has been protecting and enhancing his clients' innovations for over 18 years, "Empowering Intellectual Property - Best Practices for Innovators, Managers, and Investors" can help your company thoughtfully secure, optimize, and exploit the power of all of its valuable intellectual assets and properties.

So if you really want to strongly position your company* to extract the maximum value from its intellectual property portfolio, avoid wasting thousands of dollars and hundreds of hours, and bypass unnecessary risks that can destroy that value, this book describes best practices that can truly help you. Its content is divided into these 7 fundamental steps:

1. Understand why your company's sustained profitability almost inevitably depends on its successful exploitation of the IP that protects its most valuable innovations, know-how, and brands.
2. Strategize the best ways to align and manage your company's innovation process, intellectual assets, and IP, so that you can continually identify, enhance, and extract their full value.
3. Survey potential customer needs, market and technology trends, innovation opportunities, under-protected assets, threatening activities, infringements, and strategic relationships.
4. Innovate valuable solutions that can meaningfully differentiate your company from its competitors and lead to sustained profitability.
5. Secure your company's distinctive market position, such as by capturing and strongly protecting its intellectual assets, acquiring valuable intellectual properties, and avoiding infringements.
6. Enhance your company's intellectual assets, such as by careful analysis, valuation, and filtering, to optimize their value and prepare your company to extract all of that value.
7. Harness the full value of each of your company's intellectual assets, by applying any of my 70+ tactics.

* Whether the company is your investment, employer, or client, by following these 7 basic steps, you can make a big difference in how well its IP is managed.

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