

Best practice in Intellectual Property Management

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Intellectual Property (IP) is an increasingly important aspect of business today. As we move further into the 'knowledge economy', the embodiment of knowledge in the form of IP forms a crucial part of the value of a business and IP considerations underlie many important business decisions.

IP is not, however, a 'legal' issue; it is a fundamental business issue and all aspects of IP management must be considered as important business decisions. If IP is to have value, it must be prepared into an exploitable form, protected and marketed, just as any other product.

This document describes some best practice in protection and exploitation of IP, including IP in joint developments, pricing and business models.

The document is available in Enclosure 2