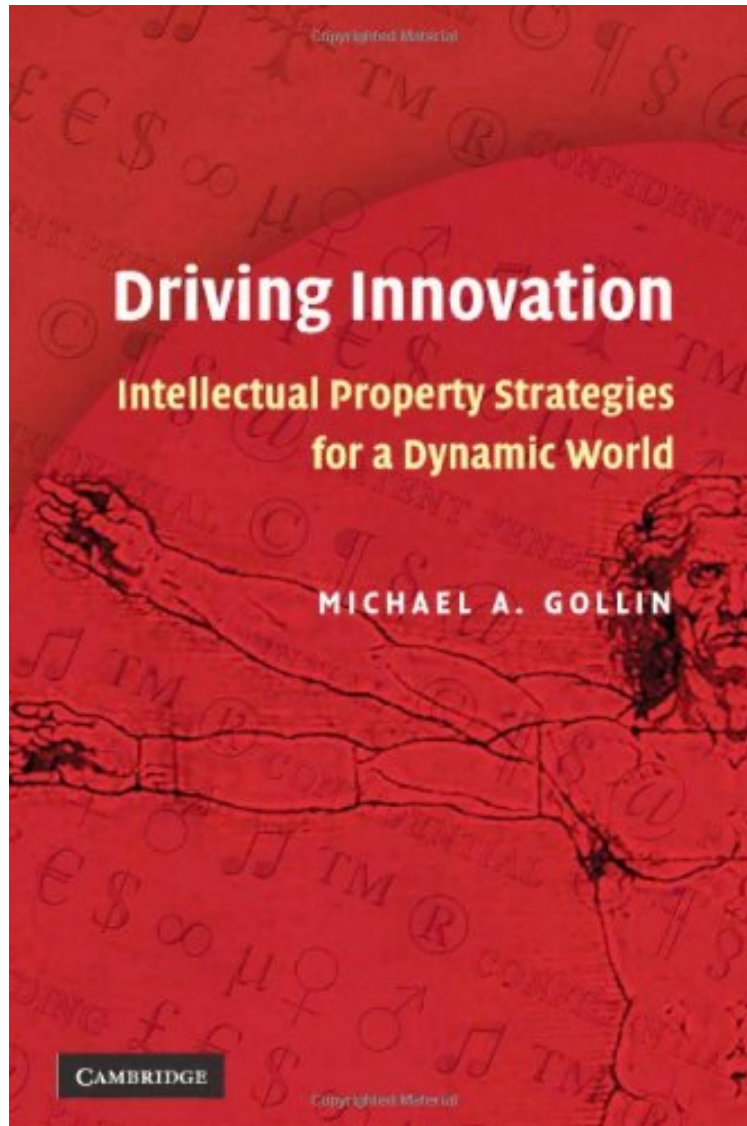


# Driving Innovation: Intellectual Property Strategies for a Dynamic World

Michael A. Gollin

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**Michael A. Gollin : Driving Innovation: Intellectual Property Strategies for a Dynamic World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Driving Innovation: Intellectual Property Strategies for a Dynamic World:

0 of 0 people found the following review helpful. Five StarsBy Jonathan BGreat book, not much to say.0 of 0 people found the following review helpful. Five StarsBy LUIS A VEGA QUINTALIt is a wonderful book, plenty of good info1 of 3 people found the following review helpful. Rich Blaustein, Esq. - Environmental WriterBy Rich BlausteinI

had been writing on genetic resources-related topics, and used as background reading Michael Gollin's excellent "Driving Innovation: Intellectual Property Strategies in a Dynamic World," which is very enlightening and which I recommend for practice, journalism, and the classroom. Of course, the book is broader than my focused-interest, and I learned much about how innovation is spurred on, adopted, superceded by new thinking. It also exemplifies that intellectual property can no longer be seen as an arcane matter - for it has bearings on globalization as well as on a small company's or not-for-profit organization's decisions in our age of necessary mastering of technology. Excellent book !

How does IP balance the exclusive rights of innovators with public demand for access to their innovations? How can organizations manage IP strategically to meet their goals? How do IP strategies play out on the global stage? Driving Innovation reveals the dynamics of intellectual property (IP) as it drives the innovation cycle and shapes global society. The book presents fundamental IP concepts and practical legal and business strategies that apply to all innovation communities, including industry, non-profit institutions, and developing countries. Further, it draws on the author's broad experience, news headlines, and precedent-setting lawsuits relating to patents, trademarks, copyright, and trade secrets - from biotechnology to the open source movement. General readers and students will welcome the lively overview of this complex topic, while executives and practitioners can gain new insights and valuable approaches for putting ideas to work and navigating within or changing the global IP system to expand innovation.

"Those of us who care about innovation know that we need to keep an eye on the big picture, including international and national intellectual property laws and public funding, while also working to support the individual creative and entrepreneurial acts that, together, lead to the benefits of innovation. I am pleased to introduce you to this book because it will help you do both." --From the Foreword by the Honorable Birch Bayh, United States Senator 1963-1981

"Gollin elegantly crafts knowledge once held only in the minds of international patent lawyers, intellectual property professionals, and hard to access seminar materials. This ground breaking work meets the need for a focused treatise on strategic decision making not taught in law and business schools but which lawyers and business people use to make global decisions about effective management of intellectual property rights. The book is not only presented in an accessible way that maximizes value to students, academics and professionals in many disciplines but also includes concepts that are sure to inform seasoned intellectual property professionals." --Jon R. Cavicchi, Professor Intellectual Property Librarian, Franklin Pierce Law Cent

"This book is destined to be a classic in the field. The author builds on the lessons of practical experience, using a clear and engaging writing style to present useful strategies in a fresh way." --Stephen C. Glazier, Esq., Partner, KL Gates LLC, Author of Patent Strategies for Business and Technology Deals

"Like the air we breathe, intellectual property invisibly surrounds and sustains us ... the largely unseen driver of innovation. This remarkable book details the interconnectedness of intellectual property and innovation, how properly managed intellectual property can be the engine of innovation, from research development, to invention, to product development to commercialization. This is explored within the context of the strategic management of intellectual property throughout the innovation cycle. The topics covered will be of interest to a wide audience of professionals: business people, economists, managers, government officials, scientists, and yes lawyers." --Stanley Kowalski, Editor, Intellectual Property Handbook of Best Practices

"This work is timely and has a global reach. Perspectives from science, technology, the arts, history, business, investment, law, and public policy are acknowledged and integrated in a framework of vibrant strategies relevant to all these stakeholders. This approach has proven effective in graduate education, and readers from all backgrounds will pick up new insights and tools to help them shape the future." --Leo Jennings, Esq., Baker Hostetler LLP; Adjunct Professor, Georgetown University McDonough School of Business

"Gollin has done a remarkable job of pulling together a number of disparate threads of thought about the role of intellectual property in innovation. He places his discussion, both figuratively and in the actual construction of his book, between the arguments for and against intellectual property and a discussion about intellectual property and freedom. As to the arguments for and against intellectual property, he wisely states that we need not resolve the tense debate about whether intellectual property is inherently good or bad or even an end in itself. Rather, that the IP system should be seen as a "means to balance public access and private exclusivity." In the end he revisits this theme and sees the balance as being properly struck "between the freedom of an IP owner to exclude others, and the freedom of others to access the IP-protected innovation." Fortunately, Gollin does not leave at that. The largest part of the book is devoted to exploring the practical ways in which tensions can be resolved; how the freedoms he identifies can be respected. In his view, as in mine, it is about recognition of the role and limits of IP and securing IP rights and managing them to help organizations achieve their goals. It is this view of IP as a means and not an end of itself that is Gollin's simple, but powerful, insight." --Richard Wilder, Associate General Counsel for IP Policy, Microsoft Corporation

"This book works as a handbook for entrepreneurs as well as a reference for institutional and industrial managers, designers and legal practitioners." --Book News Inc.

About the Author Michael A. Gollin is a partner and patent attorney at Venable LLP. He is also an adjunct professor at Georgetown University's McDonough School of Business, where he teaches strategic management of intellectual property. Mr Gollin obtained his bachelor's degree in

biochemical sciences from Princeton University, and a master's degree in zoology and molecular biology from the University of Zurich, where he was a Swiss National Foundation Fellow. He received his law degree from Boston University School of Law in 1984, where he was a Tauro Scholar and Liacos Scholar and received the Faculty Award. He worked in law firms in Boston and New York before moving to Maryland and building an international intellectual property law practice in Washington, DC. In addition to numerous appointed and elected positions, in 2002, Mr. Gollin launched Public Interest Intellectual Property Advisors (PIIPA), a pro bono service for developing country clients. Mr. Gollin has co-authored two books - Biodiversity Prospecting and Innovations in Ground Water and Soil Cleanup: From Concept to Commercialization - and has published and presented about 100 law review articles, papers, and speeches. He has provided commentary on intellectual property issues to news media such as National Public Radio, Time Magazine, Guardian Weekly, Legal Times, Fox News Channel, and Bloomberg News.