

PRACTICAL LICENSING

I. EVALUATION AND SELECTION OF POTENTIAL LICENSABLE TECHNOLOGY

A. INVENTORY

1. MERELY COUNT AND CLASSIFY - DO NOT EVALUATE
NO DECISIONS WHETHER OR NOT TO LICENSE

2. WHAT ARE YOU MARKETING?

- A. PATENTS AND INVENTIONS

- I. BY PRODUCT TECHNOLOGY

- II. UNDEVELOPED CONCEPTS

- B. PRODUCT LINE TECHNOLOGY

B. EVALUATION INTO CATEGORIES

1. TECHNOLOGY WHICH IT WOULD PROBABLY BE A
WASTE OF TIME TO FURTHER EVALUATE

2. TECHNOLOGY WHICH IT SEEMS WORTHWHILE TO
EVALUATE FURTHER

C. SHOULD IT BE LICENSED?

1. WHAT IS EFFECT ON YOUR COMPANY'S SALES IF THE
TECHNOLOGY IS LICENSED OR NOT LICENSED?

2. WHAT IS EFFECT ON EARNINGS OR SEVERAL
PROSPECTIVE LICENSEES?

II. SELECTION OF POTENTIAL LICENSEES

A. WHO IS IN THE BUSINESS OR RELATED BUSINESSES

1. TRADE JOURNALS

2. TRADE SHOWS

3. PATENT SEARCHES (SHOWS WHO IS DOING RESEARCH
IN THE FIELD)

4. CHECK WITH DISTRIBUTORS OF SIMILAR PRODUCTS

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