

“Of course you have a plan for your business. You also need an IP strategy that supports it. It is never too early in the life of a company to consider how to make the most of your intellectual property assets.”

IP LICENSING : If your company is like most companies, fortunately, most of your IP activity will be in the realm of licensing, not litigation. You'll need to pay attention to business, technology, and legal considerations.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. Where could your company benefit from licensing?

Questions for your team, advisors, mentors

1. How can you contribute to successful licensing?

Additional Resources from www.KauffmanFoundersSchool.org

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>

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