

# New book from Novaro about how intellectual property is inspiring and fuelling high growth post-Covid and into the 2020s

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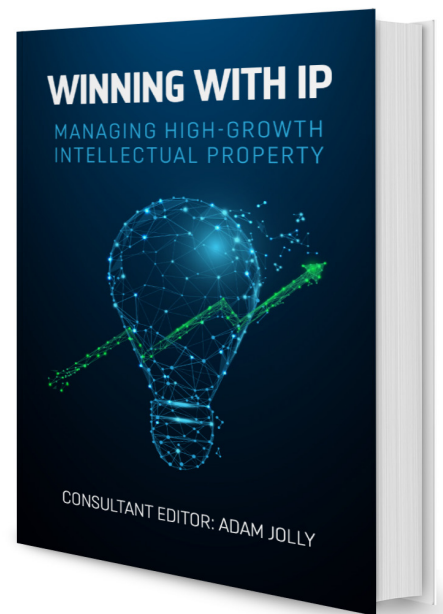
Growth is ever more centred on intellectual property. In tech. In innovation. In people. In disruptive models. In data. Those who integrate IP into their strategy, culture and mindset are emerging as the most likely to grow at pace post-Covid and into the 2020s.

Inspired by the High Growth Enterprise Taskforce from the European Patent Office and the Licensing Executives Society International, this book, *Winning with IP: Managing high-growth intellectual property*, published on 4th January, gives a series of lessons and insights from those involved in finding the value in the next wave of technology applications.

‘The future of IP and its effective use by high-tech and IP-rich companies cannot stand still as we recognize the power of intangible assets when harnessed,’ says **Audrey Yap, president of the Licensing Executive Society International**.

‘In this book, several experts from the ecosystem that encompasses the EPO and LESI share their rich experiences of managing human capital, innovation and deals. It is a must read for those looking to win with IP. LESI is proud to be part of this endeavour in line with our objectives of advancing the business of IP globally. This book is a real keeper.’

It discusses how entrepreneurs, innovators and executives can put IP at the heart of their business, so they source the right ideas, create intellectual assets of value to users and are ready to negotiate high-level deals. Highlights include how tomorrow’s growth stars are:



- Resolving the IP challenges of technology push, market pull and open innovation.
- Combining technology, brands and operational excellence with the right people to create intellectual assets that power the value of strategic transactions.
- Preparing their IP for flotations on the stock exchange.
- Reviewing their IP portfolios to respond to emergencies such as Covid-19.
- Giving themselves the freedom to create smart products that communicate with other devices.
- Gaining the IP confidence to negotiate as equals with the leading players in their industry.
- Enabling people and teams to create value through intellectual assets.

‘This book is a good representation of what the High Growth Enterprise Taskforce at LESI stands for: providing executable business advice on how to monetize intellectual assets for business decision-makers around the world,’ says **Yu Sarn Chiew, co-managing partner at Yusarn Audrey and co-chair of the LESI-EPO High Growth Enterprise (HGE) Taskforce**.

‘Science-business cooperation is always about capturing value,’ says **Kristina Babelytė-Labanauskė, head of the innovation office at Vilnius University**. ‘This book is rich with diverse best practice experiences. For the reader, it inspires, guides, suggests and rewards with new insights that can be of tremendous advantage for an IP-based organizational strategy.’

Drawing on the knowledge and experience of 20 leading IP players, the book gives a series of insights and lessons into how IP inspires and fuels growth of 10 percent, 20 percent, 50 percent and more, not just this year, but next year and into the future.

For **Brian More**, scale-up director at **Inventya**, it is: 'essential reading for all CEOs, CTOs and board directors who want to deliver on their company's plans. It is not a theoretical journey of academic research, but a practical guide to the commercial use of IP in business, written by experts in their respective fields, who have experience of growing and selling companies, building IP portfolios to protect the business for exceptional growth in global markets.'

#### The contributors

European Patent Office • Licensing Executives Society International • High Growth Enterprise Taskforce • Yusarn Audrey • Centre for Intellectual Property • Peters IP Consultancy • Globalator • TUM-Tech • Weickmann & Weickmann • Dennemeyer • Cohausz & Florack • Huber & Schuessler • Minesoft • Coventry University •

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*Winning with IP: Managing high-growth intellectual property is published by Novaro on 4th January 2021 at £17.99, €19.99 or \$22.99, ISBN: 978-1-8380674-2-7. Further details at: [www.novaropublishing.com/managing-high-growth-intellectual-property](http://www.novaropublishing.com/managing-high-growth-intellectual-property)*

