



Licensing Intellectual Property: Law & Application 2e (Aspen Casebooks)

Robert W. Gomulkiewicz, Xuan-Thao Nguyen, Danielle Conway-Jones

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Licensing Law: Theory and Application is a surprisingly accessible book that describes the applications of all aspects of licensing law in business. Real-world context gives students a framework for understanding what their clients will want to accomplish and why. Clear instruction, followed by a series of hands-on problems and drafting exercises, introduce students to the craft of advising clients and drafting a license.

Exhaustively updated, the **Second Edition of Licensing Law** considers new developments in in open source software licensing, new trademark and patent first sale cases, and expands coverage of franchising and license drafting.

Spanning the full range of intellectual property licensing issues, **Licensing Law** features:

- **succinct and lucid descriptions of the rules and underlying policy** of licensing law
- **in-depth treatment of licensing transactions for all types of intellectual property**, including software and information
- **a full explanation of why licensing is the predominant transaction model for ideas and information** for publishers, inventors, and software developers
- **coverage of news-worthy topics**, such as technology transfers from research universities and government, open source software, and licensing in litigation
- **an informative look at alternative transaction models**, such as first sale, public domain, and rental
- **hands-one license-drafting exercises**

New in the Second Edition:

- ***Quanta Computer v. LG Electronics***, the new Supreme Court case on patent exhaustion/first sale
- ***Jacobsen v. Katzer***, the Federal Circuit case on open source software licensing
- recent cases that address **University Technology Transfers** and **Materials Transfer Agreements**
- greater discussion of franchising and new trademark first sale cases
- **Top 10 Biggest Drafting Mistakes**, enumerated, along with in-depth instruction for drafting a license

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