

## ***Bibliography of E-Articles and Web Sites on Intellectual Capital and Intellectual Property***

Joint Meeting of Boston KM Forum & New England Chapter of KMPro  
November 4, 2003

Al-Ali, Nermien. ***Comprehensive Intellectual Capital Management, Step-by-Step***

John Wiley & Sons, Inc., Hoboken, NJ © 2003. ISBN: 0471275069, 295p.

<http://www.destinationkm.com/articles/default.asp?ArticleID=1080>

Part 1: Intellectual capital Management; Part 2: Three stages of intellectual capital management (KM and organizational IQ, Innovation, IP); Part 3: Step-by-Step Guide to the CICM Model. Appendix A: Mini master's of business administration. Appendix B: Mini master's in IP (MIP).

Link is to review and summary of book: Managing Intelligence, innovation and information In Depth: Comprehensive Intellectual Capital Management by Nermien Ali-Ali by Madanmohan Rao, Thursday, August 07, 2003, in [Destination KM](#)

Darby III, Joseph B. ***Bioinformatics can provide some patent opportunities***, by Joseph B. Darby III and Eugene C. Rzucidlo. *Mass High Tech*. July 8, 2002; p. 21.

[http://www.masshightech.com/displayarticledetail.asp?art\\_id=58451&search=bioinformatics+darby+](http://www.masshightech.com/displayarticledetail.asp?art_id=58451&search=bioinformatics+darby+)

"In the genomics field, researchers often devote long hours in the effort to identify important and promising DNA sequences — and in particular, to identify and isolate genes — all of which may be patentable... But researchers often overlook the fact that, in their efforts to identify and isolate gene or protein sequences, they often bring a great deal of creativity and inventiveness to their work that could itself be eligible for patent protection."

Datz, Todd. ***Tapping Into the Company Gold Mine***. 4p. 06/27/2002, *DarwinMag*

<http://www.darwinmag.com/read/060102/intellect.html>

"The big guys—IBM, Rockwell Automation and Hewlett-Packard—know the value of their intellectual property and the money that patents can bring in. It's time you started paying attention to your patent portfolio."

Edwards, John. ***Creative Management; Intellectual property asset management tools help businesses get a handle on mind-based products*** 3p. *CIO* 06/01/2003

[http://www.cio.com/archive/060103/et\\_article.html](http://www.cio.com/archive/060103/et_article.html)

At Simon & Schuster Teams Digital Asset Management software, developed by Artesia Technologies replaced a homegrown archival system. "The publisher's new provides a centralized way to organize, manage and distribute book content, cover art, marketing materials and other collateral resources.

"The software also lets companies extend branding, promotion and co-marketing by automating the sharing, licensing and distribution of digital assets and promotional materials."

French, Matthew. ***Invention Machine tries to grease wheels of innovation with new platform***. 1p. 09/02/2002, *Mass High Tech*

[http://www.masshightech.com/displayarticledetail.asp?art\\_id=59673&search=invention+machine+](http://www.masshightech.com/displayarticledetail.asp?art_id=59673&search=invention+machine+)

Goldfire Intelligence is a Web-based search application to find, among scientific discovery documents, research development ideas. Developed by Invention Machine the product

is aimed at the scientific R & D market, the software uses pattern matching, rather than keyword search methodology.

Hardy, Quentin. *The Detailed Life of a Patent Examiner; Search 500,000 Documents, Review 160,000 Pages in 20 Hours, and Then Do It All Over Again* . 5p. 06/24/2002, Forbes, ASAP

Describes the process of patent examination as experienced by examiner Patrick Nolan in the biotech, organic chemistry and pharmaceutical section where half of the examiners have PhDs.

Harmon, Amy. *An Uphill Battle in Copyright Case*. 1p. 10/14/2002 NY Times  
<http://www.nytimes.com/2002/10/14/technology/14LESS.html?todayshdlines>

Status of Supreme Court case on recent Congressional extension of copyrights.

Harreld, Heather. *Getting Your Buck's Worth from Intellectual Property*. 2p. 10/29/2001, IDG

<http://www.cnn.com/2001/TECH/industry/10/29/intellectual.property.idg>

Describes companies recouping R & D costs by leveraging the results in licensing deals.

Herz, J.C. *Divide and Conquer; Forget about the fat and stolid research lab of yore. New problems require a nimble, decentralized approach* . . 3p. 06/24/2002, Forbes; ASAP

Describes a shift away from monolithic laboratory research and into a collaborative environment with universities.

Holmes, Nigel. *The Patent Process: From Application to Allowance and Us* . 1p. 06/24/2002, Forbes, ASAP

Diagram of the entire flow of patenting: pre-examination, examination, post-examination.

Horwitz, Bruce. *Bring together sales, marketing and engineering for effective IP strategy*. 1p. 08/05/2002, Mass High Tech

[http://www.masshightech.com/displayarticledetail.asp?art\\_id=59078&search=IP+horwitz+](http://www.masshightech.com/displayarticledetail.asp?art_id=59078&search=IP+horwitz+)

"Too small to have a full-time person managing their IP, mid-size companies have also outgrown their founders' capability to keep on top of every development in process..."

Horwitz, Bruce. *Proper Use of Lab Notebooks is Like Wearing an IP Seatbelt* 1p. Mass High Tech 02/02/2003

[http://www.masshightech.com/displayarticledetail.asp?art\\_id=61710&search=lubrizol+](http://www.masshightech.com/displayarticledetail.asp?art_id=61710&search=lubrizol+)

Cites a patent dispute case between Dow Chemical and Lubrizol in which Dow filed later but was supported in its claims of earlier conception date through documentation of its ideas.

Hulme, George V. *Who Needs to Know?* Information Week 06/09/2003

<http://informationweek.com/story/showArticle.jhtml?articleID=10300293>

Businesses lose billions of dollars every year to theft of information and intellectual property. Rebecca Burr wanted to make sure that her company, Xilinx Inc., a \$1.2 billion-a-year maker of programmable logic devices, didn't join that group." Cites Elaine Price of CYA Technologies, Documentum, Hummingbird, IBM, Cyber-Ark and Eruces as players in this field, but products to in DRM (Digital Rights Management) have a way to go.

Jacobs Jr., Albert L. *An intellectual property assessment can increase your company's value*, by Albert L. Jacobs, Jr. and Todd Boudreau 1p. 08/05/2002, Mass High Tech [http://www.masshightech.com/displayarticledetail.asp?art\\_id=59082&search=intellectual+jacobs+](http://www.masshightech.com/displayarticledetail.asp?art_id=59082&search=intellectual+jacobs+)

Kelman, Peter. *Recycling IP: Most of the time, you can't take it with you*. 1p. 05/06/2002, Mass high tech.

[http://www.masshightech.com/displayarticledetail.asp?art\\_id=57103&search=Recycling+IP+](http://www.masshightech.com/displayarticledetail.asp?art_id=57103&search=Recycling+IP+)

Cites a Web site: WebReCo.com that specializes in recycling intellectual property assets of defunct companies.

Kontzer, Tony. *Protect and Serve*, by Tony Kontzer and John Soat. 3p. Information Week 11/04/2002.

<http://www.informationweek.com/story/showArticle.jhtml?articleID=6504263>

Calls for IT managers to be better educated about intellectual property, its value to an organization and methods to protect it. Critical of patenting business methods or business processes.

Landsman, Inna. *Intellectual Property Resolutions for the New Year* 1p. Mass High Tech 02/03/2003

[http://www.masshightech.com/displayarticledetail.asp?art\\_id=61713&search=landsman+](http://www.masshightech.com/displayarticledetail.asp?art_id=61713&search=landsman+)

Landsman cites seven critical business-planning steps for protecting IP:

- Conduct regular IP audits
- Not to publish descriptions of concepts and ideas more than a year in advance of potential patent filing
- Not to offer technology or ideas for sale more than a year in advance of patent filing
- Avoidance of indefensible trademarks
- Avoidance of provisional filings (filings with insufficient evidence of what is being claimed)
- Use of contracts to protect ownership rights
- Formal processes and steps to comply with agreements signed

Moulton, Lynda. *Why Index and Archive Old Research?* 2p. 04/01/2002

[http://www.lwmtechnology.com/publish/print\\_toc.htm](http://www.lwmtechnology.com/publish/print_toc.htm)

“Managers that see the need, and have the will to enforce the discipline it takes to deliver research in the enhanced package of ‘recoverable knowledge asset, will be substantially more successful over the long-term. Their organizations will be those with substance and genuine potential for longevity and profitability. In these organizations you will also find an atmosphere of collaboration among the scientists and engineers, IT staff and information science technologists.”

Perez, Jeanette. *Protecting intellectual property is now a business imperative*. 1p. 06/12/2002, Intelligent KM

<http://www.intelligententerprise.com/020613/510news2.shtml>

Emphasizes the losses of not fully utilizing intellectual property assets.

Raymond, David. *How to Find True Value in Companies; look for patent relevance to pay off*. 1p. 06/24/2002, Forbes, ASAP

Quotes Ed Kahn of EKMS on company trend toward licensing technology instead of acquiring companies.

Resende, Patricia. *Startup Helps put Legal Info at Users' Fingertips* 1p. Mass High Tech 01/06/2003.

[http://www.masshightech.com/displayarticledetail.asp?art\\_id=61497&search=startup+](http://www.masshightech.com/displayarticledetail.asp?art_id=61497&search=startup+)

LeapLaw Web site contains forms, laws, and intellectual property management guidelines. Search is available on a subscription basis or the product can be licensed.

Soat, John. *Patent Troubles Pending ; Small companies say they're being sued for employing common practices for doing business on the Net*, by John Soat with Tony Kontzer. 2p. 10/21/2002, Information Week

<http://update.informationweek.com/cgi-bin4/flo?y=eJNY0EJBbr0V20BkWd0Aj>

Describes the litigation practices of PanIP, a small company that holds several patents dating from 1996, that contains very broad claims on doing e-commerce on the Web. They have been targeting small businesses with the goal of extracting licensing fees. They may be building a war chest to go after large e-commerce players like Amazon.

Tam, Pui-Wing. *More Patents, Please*. 2p. 10/03/2002, Wall Street Journal. p. B1

Push in technology companies for employees to submit patentable, innovative ideas that can result in added revenue through licensing.

The European Patent Office. *Europe's Network of Patent Databases*.

<http://ep.espacenet.com/>

Use to search: The European Patent Office and The World Intellectual Property Org. (PCT). Contains patent applications with an English abstract and title from Worldwide - 30 million documents. Browse the European Classification or find classes using keywords. Includes access to foreign language patent images.

The Patent Information Users Group, Inc. *PIUG, the International Society for Patent Information* <http://www.piug.org/>

A society for individuals having a professional, scientific or technical interest in patent information. Includes a substantive section of links to: Meta Sites, National and International Patent Publishing Authorities, Patent News Services, Patent Document Delivery, Database Producers & Suppliers, Analysis Tools, Online Services and Database Vendors, Internet Search Engines, Translation Services, Consultants and Services.

U.S. Patent and trademarks office. *Searches for USPTO Website*.

<http://www.uspto.gov/web/menu/search.html>

## **Other Books & Papers**

Perelman, Michael. **Steal This Idea: The Corporate Confiscation of Creativity**, Palgrave Macmillan (2002). 0312294085

Stewart, Thomas A. **The wealth of knowledge: intellectual capital and the twenty-first century organization**. 379p. New York, Doubleday/Currency (2001) 0385500718

Chapters on: Theory of a knowledge business, disciplines of a knowledge business, the performance of a knowledge business.

Sullivan, Patrick H. **Value-driven Intellectual Capital: How to Convert Intangible Corporate Assets into Market Value**. 276p. New York, John Wiley & Sons (2000) 0471351040

A framework for intellectual capital management: the relationship between intellectual capital and corporate value, valuing knowledge companies, managing intellectual capital.

Sveiby, Karl Erik. **The New Organizational Wealth: Managing and Measuring Knowledge-based Assets**. 220p. San Francisco, Berrett-Koehler publishers, inc. (1997) 1576750140

Era of KM, managing intangible assets, measuring intangible assets are the principal three parts.

Editors, Silver Lake. **The Value of a Good Idea : Developing and Protecting Intellectual Property in an Information Age**, Silver Lake. (2002) 1563437457 (paperback)

Bontis, Nick **The ultimate administrative activity**. Contained in: *KnowledgeNets 2001*; collected presentations [held] May 15-17, 2001, New York Hilton & Towers [in conjunction with the National Online Meeting]. pp. 1-16

How organizations place a value on knowledge and intellectual capital; defines concepts "structural capital," "intellectual capital," "relational capital." Notes that while GAAP (Generally accepted accounting practices) have struggled with applying metrics to these concepts when valuing companies, senior managers should begin strategically managing these assets. Give ten key activities to consider.

Lannon, Laurence W. **Design considerations and future directions for the DOI**. Contained in: Williams, Martha, ed. *National online meeting 2001, Proceedings* [held] May 15-17, 2001, New York Hilton & Towers. pp. 219-221

The DOI is being deployed as a means to persistently identify intellectual property on digital networks. It used to represent one unique URL but has evolved to have multiple purposes and that presents new challenges.

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