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THE NEW AND COMPLETE

BUSINESS

The Essential Guide To Monetizing Intellectual Property

licensing.

Coauthored by two industry

pioneers with more than 60

years of combined experience,

this breakthrough book offers

alike proven, practical insights

both the novice and veteran

on how to maximize their

position in the world of

The "German speaking markets" are often referred to as "GSA" for Germany, Austria and Switzerland, because, in earlier times, owners of intellectual property rights Austria and Switzerland, Decause, in earlier times, Owners of Intellectual Property rights

(IPR's) usually granted licenses by language areas. As a result, they included the two significantly smaller countries of Austria and Switzerland, the latter because most Swiss At one time, almost all packaging, instruction booklets and care labels in these

markets were in German only, so the 1957 Treaty of Rome, which facilitated the "free flow of goods within the European Union" had almost no impact the authorized the flow of goods within the European Union." markets were in German only, so the 1957 Treaty of Nortie, while I facilitated the life flow of goods within the European Union," had almost no impact. The purpose of the toronto licensed a company infor one Ell-member country you the treaty was that once you licensed a company in/for one EU-member country, you also speak German. could freely sell to buyers from other EU countries, provided there is no "active soliciting" of do not display/populate the products outside the licensed to make the products of the licensed to make the products of the licensed to make the products of the licensed to make the licensed to make the products of the licensed to make the licensed soliciting", e.g., do not display/market the products outside the licensed territory). Nowadays, almost all packaging and instructions for products in Europe (or at least the 28-member countries of the EU) are in at least the ten most common EU-languages, because most of them aim for an EU-wide distribution.

Since its re-unification with the German Democratic Republic ("East Germany"), Germany has some 81.8 million people in about 24 million households (of which about 40% are single households). Austria has roughly 8.5 million of which come for million households are single nousenous). Ausura has roughly o.5 million of which some 5.67 million have and Switzerland counts for almost another 9 million of which some 5.67 million have

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