

## Preface

Over the past few years the handling of intellectual property (IP) has undergone a series of astonishing developments. It was not long ago that these legal instruments were almost exclusively the domain of experts working in the field of industrial property rights protection. Beyond this community, which was driven predominantly by legal orientated issues, IP was virtually unknown. Today, IP plays an important role in business conferences, financial transactions, accounting procedures and other commercial aspects. This legal tool is regarded more and more as an economic asset. Subsequently, the tasks and responsibilities of those working with IP in practice and on a daily basis are changing. The pressure to adapt to these developments is felt most of all by those responsible for the economic success of IP, whom, in the title of this edited volume, we have identified as IP managers.

IP management as a profession demands the combination of legal know-how and business management expertise. This book focuses on four key areas within the working field of IP managers and pursues an interdisciplinary approach to their tasks and responsibilities: IP managers have to apply legal tools; they can work within a company but also operate as external service providers and quite often they are tasked with the development of new business models. The last part of the book explores the question of what the future might hold for the world of IP managers: how will this new profession develop? Probably the most progressive prediction comes from the U.S.: in the future we might well see the installation of Chief Intellectual Property Officers on our companies' boards.

The rapid development of IP – from what was traditionally a highly complex legal tool to a decision-making factor in the business world – provides a particular challenge for universities and training institutions. In 2006, the director of the CEIPI in Strasbourg, Prof. Yves Reboul, launched a new Master's Program on Intellectual Property Law and Management. The creation of this course for training IP managers was a venture and challenge for everyone involved. My sincere thanks go to them all. This edited volume focuses on IP managers and their fields of activity as seen by the lecturers and graduates of this Master's Program.

The emergence of a new occupational field is a fascinating process. This edited volume is for all those who are following these developments: members of the IP community, auditors, financial service providers, developers and scholars. It will have fulfilled its purpose if it successfully contributes towards promoting the further development of IP management as a profession and sheds some light on the multitude of tasks attributed to it from different perspectives. The editor and authors hope to spark a lively debate about the different statements and observations this book contains, and we would be pleased to receive your feedback and suggestions. Please address your emails to the editor – I look forward to receiving your comments and will moderate the discussion with the authors.

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Munich and Strasbourg, autumn 2008

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