

Should Your Business Conduct an IP Licensing Audit?

The Silicon Valley IP Licensing Law Blog discussed why businesses should consider conducting periodic IP licensing audits and what they should be looking for in those audits in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/should-your-business-conduct-an-ip-licensing-audit/>

Retired NFL Players Win Verdict Against Union For Failing to Include Them in Licensing Deals

A verdict was reached in a case filed by retired NFL players against the players union for failing to include them in lucrative licensing deals involving video games and other sports products. The Silicon Valley IP Licensing Law Blog discussed the case and the verdict in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/retired-nfl-players-win-verdict-against-union-for-failing-to-include-them-in-licensing-deals/>

Should the Blogosphere Adopt the Creative Commons Licensing Model?

The Silicon Valley IP Licensing Law Blog explored the question of whether the blogosphere should adopt the creative commons licensing model in the following blog post link:

<http://www.siliconvalleyiplicensinglaw.com/should-the-blogosphere-adopt-the-creative-commons-licensing-model/>

Copyright Reform: Is it Time to Take Patent Reform Off the Table and Work on Copyright Reform?

The Silicon Valley IP Licensing Law Blog looked at this issue of whether copyright reform rather than patent reform should be on the table, and if so, why, in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/copyright-reform-is-it-time-to-take-patent-reform-off-the-table-and-work-on-copyright-reform/>

Trade Secrets Case Provides Important Lesson to Employers and Employees on the Significance of Employment Agreements

What are the lessons to be learned from the case of the ex-Intel Corporation employee accused of stealing trade secrets and giving them to his new employer, rival Advanced Micro Device? The Silicon Valley IP Licensing Law Blog looked at this issue in a recent blog post:

<http://www.siliconvalleyiplicensinglaw.com/trade-secrets-case-provides-important-lesson-to-employers-and-employees-on-the-significance-of-employment-agreements/>

Corporate Designs: Does Your Business Really Have the Rights to its Designs?

Think your business doesn't have any IP to protect? If your business is like most, you may have unprotected design work, as the Silicon Valley IP Licensing Law Blog explains in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/corporate-designs-does-your-business-really-have-the-rights-to-its-designs/>

Cutting Legal Costs by Investing in Good Templates

Can companies save money on legal costs by investing in good legal templates? The Silicon Valley IP Licensing Law Blog explored this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/cutting-legal-costs-by-investing-in-good-templates/>

Is Open Source Licensing a Viable Business Model

The Silicon Valley IP Licensing Law Blog explored the issue of whether open source licensing is a viable business model in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/open-source-licensing-is-it-a-viable-business-model/>

How Should License Grant Language Be Drafted?

The Silicon Valley IP Licensing Law Blog examined the issue of how a license grant should be drafted in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/license-grant-language-how-should-it-be-drafted/>

Silicon Valley Internet Lawyer Kristie Prinz Speaks on Employee Blogs and Websites: Protect Yourself Against the Business and Legal Risks When Workers Go Online

Silicon Valley Internet Lawyer Kristie Prinz will be presenting on Employee Blog and Websites for American Features Syndicate Teleconference on August 1, 2008, 10:30-12:00 a.m. PST.

To view a recording of the presentation in The Prinz Law Store, **click here**.

Is There a Market for Blog Content Licensing?

The Silicon Valley IP Licensing Law Blog explored the issue of whether there is a market for blog content licensing in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/blog-content-licensing-is-there-a-market-for-it/>

Yahoo Music to Shut Down Service, Issue Refunds to Customers

Yahoo Music has advised its customers that it will be shutting down its digital rights management services and issuing refunds to customers, as reported by the Silicon Valley IP Licensing Law Blog in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/yahoo-music-to-shut-down-service-issue-refunds-to-customers/>

Consortia Licensing: Is this an ideal way to license intellectual property?

The Silicon Valley IP Licensing Law Blog examined the pros and cons of consortia licensing in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/consortia-licensing-is-this-an-ideal-way-to-license-intellectual-property/>

iTunes Music License: Is it Really Enforceable?

The Silicon Valley IP Licensing Law Blog explored the issue of the enforceability of the iTunes Music License in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/itunes-music-license-is-it-really-enforceable/>

IP Licensing Lawyer Kristie Prinz Shares A Brief Guide to

Intellectual Property

A Brief Guide to Intellectual Property (PDF, 24kb)

Internet Lawyer Kristie Prinz shares Recording “Employee Blogs and Websites: How to Protect Your Company from the Legal Risk of Workers Going Online”

To view a recording of the presentation available in The Prinz Law Store, [click here](#).

Silicon Valley Internet Lawyer Kristie Prinz to Present on Employee Blogs and Websites: Protect Yourself

Against the Business and Legal Risks When Workers Go Online

Silicon Valley Internet Lawyer Kristie Prinz will be speaking on Employee Blogs and Websites in a presentation hosted by the American Features Syndicate on July 15, 2008 between 10:30-12:00 a.m. PST.

To view a recording of the presentation in The Prinz Law Store, **click here**.

Blogosphere Reacts to Associated Press Attack on Fair Use Doctrine

Should the Associated Press have the right to set its own standards as to how much quoting from an Associated Press article constitutes fair use and how much requires the payment of a royalty? The Silicon Valley IP Licensing Law Blog looked at this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/blogosphere-reacts-to-associated-press-assault-on-fair-use-doctrine/>

IP Licensing Lawyer Kristie Prinz shares Recording on Leveraging an IP Portfolio in the Development of Partnering Relationships

To view a recording of the presentation available in The Prinz Law Store, [click here](#).

IP Law 360 Reporter Sara Stefanini Interviews Silicon Valley Life Sciences Lawyer Kristie Prinz for “In Cephalon Case, FTC Hopes for High Court Ruling”

[Click here to read the article](#)

Supreme Court to Consider Fantasy Baseball Case: Do Players' Names and Statistics Constitute Major League Baseball Intellectual Property?

The Supreme Court is considering whether to take a case which would address the issue of whether major league baseball players' names and statistics constitute the intellectual property of Major League Baseball, requiring the payment of a royalty fee. The Silicon Valley IP Licensing discuss this case in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/supreme-court-to-consider-fantasy-baseball-case-do-players-names-and-statistics-constitute-major-league-baseball-intellectual-property/>

The Prinz Law Office Launches its New Silicon Valley IP Licensing Law Blog

Visit the Silicon Valley IP Licensing Law Blog at <http://www.siliconvalleyiplicensinglaw.com>

Tech Transactions Lawyer Kristie Prinz Shares Presentation and Recording on Getting Started with Drafting a Nondisclosure Agreement: A Brief Guide to the Elements and Key Considerations

To view publication and accompanying presentation now available in The Prinz Law Store, [click here](#).

California Lawyer Reporter Jeanette Borzo Interviews Internet Lawyer Kristie Prinz in “The Search for Intelligent Life in the Blogosphere”

[Click here to read interview.](#)

Technology Transactions Lawyer Kristie Prinz Shares PowerPoint on Getting Started with Drafting a Development Agreement: A Brief Guide to the Elements and Key Considerations

Getting Started with Drafting a Development Agreement: A Brief Guide to the Elements and Key Considerations (Powerpoint Presentation, 96 Kb)

Silicon Valley Business Lawyer Shares Presentation on Getting Started with Drafting a Services Agreement: A Brief Guide to the Elements and Key

Considerations

Getting Started with Drafting a Services Agreement: A Brief Guide to the Elements and Key Considerations (Powerpoint Presentation, 86.5 Kb)

IP Licensing Lawyer Kristie Prinz Shares Presentation on Getting Started with Drafting a License Agreement: A Brief Guide to the Elements and Key Considerations

Getting Started with Drafting a License Agreement: A Brief Guide to the Elements and Key Considerations (Powerpoint Presentation 91Kb)

Silicon Valley Lawyer Kristie Prinz Honored as a New Fellow

**of the American Bar
Foundation.**

Biotech and Life Sciences IP Licensing Lawyer Kristie Prinz to speak at PepTalk IP Panel Presentation on Biotech/ Pharma Processes

Biotech and Life Sciences IP Licensing Lawyer Kristie Prinz speak on January 11, 2008 on the IP Panel for Process Management—*Route to Success* at PepTalk which will be held at Hotel Del Coronado, San Diego.

For more details about the event, please [click here](#).

The Prinz Law Office Launches New Early Payment Discount on Hourly Billing Rates

[Click here to read the document \(pdf\)](#)