

# **Pitfalls in Negotiating and Drafting Exclusive Licensing Deals: Lessons from Macy's Dispute with JcPenneys over the Martha Stewart Product Line**

Entering into an exclusive licensing deal can be a business decision that you may live to regret, as the Silicon Valley IP Licensing Law Blog explored in the case of the dispute between Macy's and JcPenneys over the Martha Stewart product line in the link below:

<http://www.siliconvalleyiplicensinglaw.com/pitfalls-in-negotiating-and-drafting-exclusive-licensing-deals-lessons-from-macys-dispute-with-jcpenneys-over-its-martha-stewart-product-line/>

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## **Challenges of Negotiating Licenses with Start-ups**

What are some of the challenges in negotiating a license with a start-up? The Silicon Valley IP Licensing Law Blog recently explored this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/challenges-of-negotiating-a-licensing-deal-with-a-start-up/>

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# **Silicon Valley IP Licensing Law Blog Author Kristie Prinz Discusses Intellectual Property Licensing with IP Society's Patrick Reilly**

The Silicon Valley IP Licensing Law Blog reported on the interview by Patrick Reilly of blog author Kristie Prinz in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/kristie-prinz-discusses-intellectual-property-licensing-with-ip-societys-patrick-reilly/>

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# **Seventh Circuit Court of Appeals Issues Ruling Which Affirms Rights in an Exclusive License to Joint Intellectual Property**

The Silicon Valley IP Licensing Law Blog reported on the decision reached by the Seventh Circuit Court of Appeals in

the **Wisconsin Alumni Research Foundation v. Xenon Pharmaceuticals**, Appeal No. 08-1351 (7th Cir. 2010), affirming the licensor's rights in an exclusive license to joint intellectual property in the following blog post:

<http://www.siliconvalleylicensinglaw.com/seventh-circuit-court-of-appeals-issues-ruling-which-affirms-rights-in-an-exclusive-license-to-joint-intellectual-property/>

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## **Seventh Circuit Rules in favor of WARF in Licensing Dispute with Xenon Pharmaceuticals**

The Seventh Circuit Court of Appeals has ruled in favor of WARF in its licensing dispute with Xenon Pharmaceuticals, as reported by the California Biotech Law Blog in the following blog post:

<http://californiabiotechlaw.com/archives/biotech-deals/seventh-circuit-rules-in-favor-of-warf-in-licensing-dispute-with-xenon-pharmaceuticals-case/>

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## **Should You Look to your**

# Intellectual Property Portfolio to Carry You Through the Recession?

While looking at cutting expenses is a natural business step in response to a recession, your company should also consider whether adopting a licensing strategy for the IP portfolio might be a more profitable solution to dealing with a recession, as the Silicon Valley IP Licensing Law Blog explains in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/should-you-look-to-your-intellectual-property-portfolio-to-get-through-this-recession/>.

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## 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/>

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# 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/>

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## 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/>

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# **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/>

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# **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/>

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# **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/>

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## **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](#).

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## **IP Licensing Lawyer Kristie Prinz to Speak at 2006 WTC Catalyst Program Life Sciences Track: Patent Protection/IP Strategy**

IP Licensing Lawyer Kristie Prinz will speak at 2006 WTC Catalyst Program Life Sciences Track: Patent Protection/IP Strategy, sponsored by Women's Technology Cluster, to be held at Pillsbury Winthrop Shaw Pittman LLP, Palo Alto, CA on September 15, 2006.

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## **IP Licensing and Start-up**



# **Lawyer Kristie Prinz to Speak at The Art of Telling Your Story Workshop**

IP Licensing and Start-up Lawyer Kristie Prinz to speak at The Art of Telling Your Story Workshop sponsored by the U.S. Chamber of Commerce/National Institute of Standards and Technology, Advanced Technology Program in San Jose on September 7, 2005.

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# **Silicon Valley IP Licensing Lawyer Kristie Prinz to speak on IP Reps and Warranties Gone Wrong: Avoid Potholes in the Business Transaction**

Silicon Valley IP Licensing Lawyer Kristie Prinz to speak on IP Reps and Warranties Gone Wrong: Avoid Potholes in the Business Transaction on April 2, 2005 for the ABA Section of Business Law 2005 Spring Meeting in Nashville, TN.

The event is sponsored by the Intellectual Property Committee.