You can use your Intellectual Property (patents, copyrights, trademarks) among other ways:

- Aggressively
- Defensively
- Cross-licensing (to access other’s IP)
- For strategic objectives
- Or license valuable IP in

www.InnovationTactics.com
Worksheet - Licensing Business Model

Take action now & boost your innovation skills:

1. Which IP does your company hold? This can be patents, trademarks, copyright. Research your companies patents on [Google Patents](#).

2. Which of these could be licensed out? How could you generate revenues with these?

3. Who might be interested? Which strategic objectives could you use the patents they are interested in for?

4. Is there any IP of value that you could license in (esp IP you could get or develop at low cost with universities, research institutes)?

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