



# Licensing Law: Theory & Application

*Robert W. Gomulkiewicz, Xuan-Thao Nguyen, Danielle Conway-Jones*

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**Licensing Law: Theory & Application** Robert W. Gomulkiewicz, Xuan-Thao Nguyen, Danielle Conway-Jones

**Licensing Intellectual Property: Law and Application** is a streamlined and highly accessible casebook on the law of licensing and the application of licensing in practice. The authors painstakingly cover all aspects of licensing from the global: *Why is licensing the predominant transaction model for ideas and information? Why and how do social policy decisions limit creative legal practice solutions? to the particular: What are the most common licensing provisions? What are the issues in various types of intellectual property licensing?*

**This exciting new casebook is imminently teachable and can be used in courses of varying length. Look for these distinguishing features:**

- **user-friendly and accessible** to students and instructors of varied backgrounds and levels of expertise
- the authors **carefully explain the legal and business context for licensing** and provide students with a framework that enables them to understand why and how social policy shape creative legal practice solutions (e.g., limits from fair use, first-sale, and antitrust on contract)
- clearly and concisely **enumerates the basic substantive rules of licensing law and underlying policy concerns**
- **explains why licensing is the predominant transaction model** for ideas and information and why publishers, inventors, software developers, and others often use licensing as a transaction model
- **goes beyond familiar licensing transactions** (e.g., an in-box license and an online “clickwrap” agreement) to explore more sophisticated licenses and what clients (licensor or licensee) are trying to accomplish and why
- **covers alternative transaction models** (e.g., first sale, public domain, assignment) so that students can help future clients assess the alternatives and choose the best-fitting transaction model
- **extensive discussion of timely topics** such as free and open source software, technology transfers from universities and research institutions and the government, and licensing in litigation
- **introduces students to license drafting** through a series of problems and drafting exercises
- the **authors’ website** will offer **additional drafting exercises** and **sample language**

**An exceptional, comprehensive Teacher’s Manual will include:**

- **sample license agreement language for drafting exercises**, complete with commentary on how to evaluate student-drafted license language
- **guidance on how to use the book** in courses of varying lengths (2, 3, or 4 credits)
- **detailed answers to all the problems** in the book
- **additional suggested background materials** on the relevant industries and technologies
- **additional suggested cases, statutes and law review articles**

With its problem- and exercise-based approach **Licensing Intellectual Property: Law and Application** is the ideal casebook for the instructor who takes a practice-oriented approach to teach licensing law.

An author website to support classroom instruction using this title is available at <http://www.aspenlawschool.com/gomulkiewicz>

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