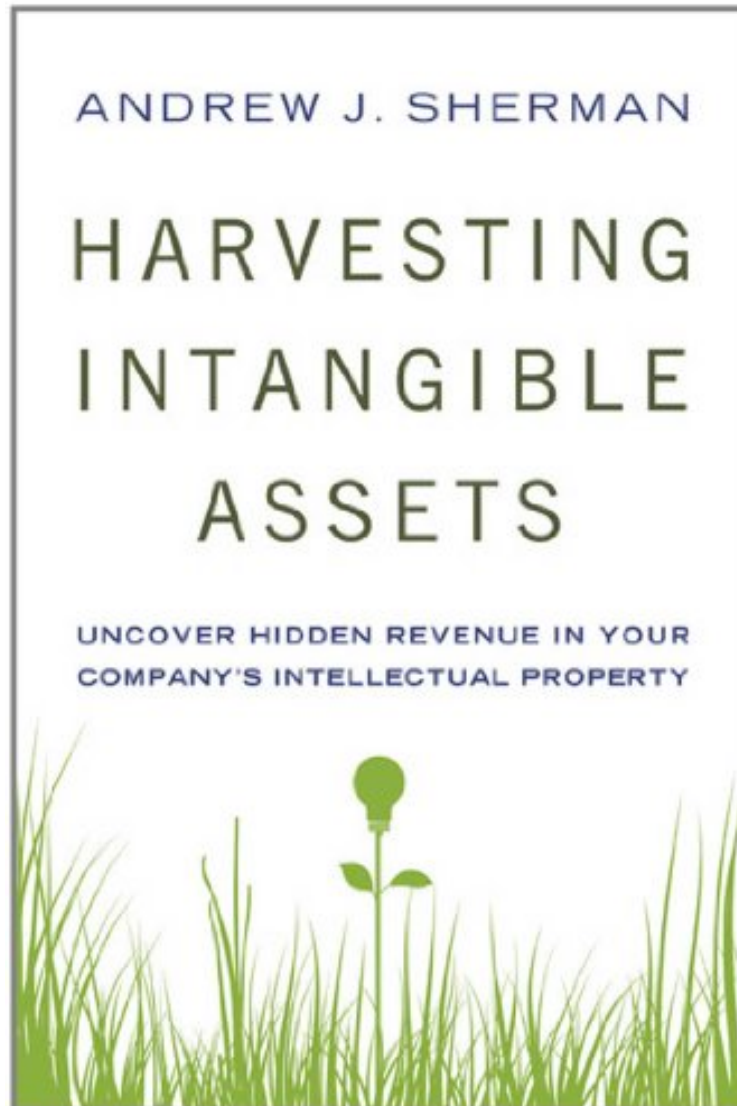


## Harvesting Intangible Assets

Andrew J. SHERMAN

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**Andrew J. SHERMAN : Harvesting Intangible Assets** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Harvesting Intangible Assets:

1 of 1 people found the following review helpful. IP Harvest TipsBy JoeDAndrew Sherman's book, Harvesting Intangible Assets, is a must read for any IP (Intellectual Property) user, engineer, RD engineer, patent attorney or consultant looking to energize their ideas, processes and approaches for creating and/or acquiring IP while maintaining and creating a culture of innovation. Giving analogies and stories learned from farming with his father, Morris Sherman, Andrew Sherman applies simple and compelling approaches to make the reader think; two of these include looking at your product/IP/inventions as a tomato for finding new methods on a "go-to-market" strategy and

challenging the reader on ways to create an innovation-driven and leadership model with questions on how to make a difference. Sherman's models continue through out the book, including noting the four skills and functions within an "Intellectual Capital Agrarian Team". It describes what's needed to reap the benefits of a good harvest: 1) What comprises a good LAND OWNER, 2) How to create and foster the PLANTERS, 3) What does it take to be a good HARVESTER, and 4) Why you need to solid and predictable FARM MANAGER. The examples and content are outstanding. So if you're looking for that one book to guide you on how to find IP processes to drive growth with innovation, I'd encourage you to take the time to read Andrew Sherman's new book.

Joe Dury, Director IP Semiconductor Practice Lead  
Kalypso, LP  
1 of 1 people found the following review helpful.  
President/Founder, Knowledge Protection Strategies  
By Michael D. Moberly  
Sherman literally radiates a strong passion and operational familiarity for 'all things intangible' and clearly possesses the requisite operational familiarity with intangibles through his legal, tactical, and strategic visioning that collectively intersect intangible assets with positive business outcomes by consistently demonstrating the dynamics of the increasingly significant role intangibles play in companies (globally) as contributors to and generators of value, revenue, and sustainability. Sherman built 'Harvesting Intangibles' using a distinctive 'agrarian' metaphor platform in which he describes intangibles as being (a.) planted (developed or acquired), (b.) nurtured (cared for and integrated), (c.) safeguarded (protected), and of course (d.) harvested (applied, commercialized, and/or monetized) at opportune times. This sequence is necessary, Sherman advocates, as the most correct path to maximize intangibles' contributory value and sources of revenue, which most are capable.

Michael D. Moberly, President/Founder, Knowledge Protection Strategies  
0 of 0 people found the following review helpful.  
we all have intangible assets to discover  
By alan hunter  
I had an extraordinary experience reading this book for it It served a purpose unexpected. As I read Andrew's book I got his message very quickly, but being a loner /inventor type, I felt I had no great organization from which to mine. I thought further on this and realized I have already been mining my own life experience for gems to build upon, but then saw I only dug into the pile for the best/smartest examples. Was that all there was? Are there other ideas, dreams that can be pulled out of me? I began to walk my life for the many misses, searching for moments of failure, the moments not used well and those ideas I felt with passion but succumbed to "it won't work thinking" or not the "right timing" for various reasons. As I meandered through almost 35 years of buried debris, I saw the gems of learning. Some seemed very much alive insisting they were not the failures I remember--but the seeds I planted now ready for harvest decades later. How many others could mine their own lives for long ago planted seeds? I intend to share this book with colleagues who have also left their "failures" hidden behind. Perhaps they will discover also the treasure. Thanks Andy

Whether you call it 'harvesting intangible assets' or 'intellectual property management,' organizations must make the most of everything they have to offer if they want to remain competitive. Yet, the majority of companies are oblivious to the wealth of revenue-producing opportunities hiding just below the strategic surface. In this thought-provoking book, author Andrew J. Sherman shares insights and expertise gleaned from his work with some of the world's leading companies who have capitalized on intellectual assets such as patents, trademarks, customer information, software codes, databases, business models, home-grown processes, and employee expertise. Featuring instructive examples from organizations including Proctor Gamble, IBM, and Google, the book reveals how companies large or small can implement IP-driven growth and licensing strategies, foster a culture of innovation, turn RD into revenue, and much more. Smart companies reap what they sow. This book gives readers the tools they need for a profitable harvest.