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## FOR IMMEDIATE RELEASE

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*Executive Guide to Intellectual Property Management in Health and Agricultural Innovation: A Handbook of Best Practices* now published.

- ✓ The *Guide*, companion to the *Handbook* published by MIHR and PIPRA, promotes intellectual property management for both commercial and humanitarian ends, offering tools and strategies for utilizing the power of intellectual property and the public domain.
- ✓ The *Guide* summarizes best practices in intellectual property management for both public and private sectors.
- ✓ The *Guide* creates useful benchmarks for government policymakers, heads of universities, leaders in public sector research, scientists, and technology transfer professionals/licensing executives.
- ✓ The *Guide* is compact and very easily accessed by a variety of stakeholders (from policymakers to senior management to scientists and technology transfer officers).
- ✓ The *Guide* also concisely summarizes the *Handbook's* fundamental findings.
- ✓ With support from a range of organizations, the books are distributed without cost to low- and middle-income countries.<sup>1</sup> The *Handbook* and *Guide* were funded with generous donations by the Rockefeller Foundation, with additional contributions from the Kauffman Foundation.

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**To order or request a free\*\* copy** of the *Executive Guide* and/or *Handbook*, visit  
[www.ipHandbook.org](http://www.ipHandbook.org).

\*\* Distributed for free to low- and middle-income countries, subject to availability of distribution support

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**VINA DEL MAR, CHILE and ITHACA, NY (19 October 2007)** – The *Executive Guide* is a compact, powerfully organized tool for quickly gaining information about the full range of issues related to innovation and intellectual property management. It provides an easy-to-read summary of key concepts and management approaches. An indispensable sourcebook for policymakers and practitioners, scholars and students, the *Guide* links broad theoretical issues to practical ideas to help individuals from public and private organizations strategically manage their intellectual property. The *Guide* and *Handbook* are hailed by Judith Rodin, President of the Rockefeller

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Foundation, as perhaps “the most thorough primer on intellectual property management for the public interest ever assembled.”

The *Guide*—to be published in several languages—distills the “best practices” from the *Handbook’s* 2000+ pages. Proven strategies and approaches in IP management, these best practices chiefly include: enacting comprehensive national laws and policies, formulating institutional IP policies and effective IP management strategies, using creative licensing practices to ensure global access and affordability, building institutional IP management capabilities, and creating national IP systems with efficient patent offices and transparent IP court systems.

Using the innovative IP management ideas found in the *Executive Guide*, the public sector can mobilize its resources, speed up product development and distribution, and maximize the value of collaborating with companies. For many of the same reasons, the *Guide* is also required reading for companies. Businesses have yet to fully tap the potential of current and potential public sector partners, partly because many companies are unaware of the transformations taking place in public sector IP management. This *Guide* provides a map for navigating this dynamic evolution and points to successful collaborative structures and agreements. As Sam Dryden, a veteran in life-sciences ventures and member of the Council on Foreign Relations, observes, “These essays [together with the companion *Handbook*] offer a truly global snapshot of the emerging worldwide practice of IP management. The *Executive Guide* can help put developed and developing nations on a more level playing field, opening up new avenues of collaboration between the public and private sectors and moving us all towards a healthier, more equitable world.”

The *Guide’s* targeted audience includes government policymakers, senior management, scientists, and technology transfer officers. A cutting-edge “Summary of Key Implications and Best Practices” is tailor-made for each of these groups, providing the most important findings and recommendations gleaned from the *Handbook* in a concise, easy-to-read, carefully organized format. The *Guide* is cross-referenced for effortless reading. Lita Nelsen, Director of MIT’s Technology Licensing Office, proclaims, “You can learn more from this *Guide* about the essentials of IP management in 5 minutes than you can from any other resource.”

This authoritative work offers ready access to sophisticated thinking and creative opportunities in IP management. Ismail Serageldin, Librarian of Alexandria/former Vice-President of the World Bank, asserts that “[The *Guide* is] the fruit of enormous effort and much deep thinking by people who are most knowledgeable about these complex subjects.” The *Executive Guide* can help connect you and your institution to the vast humanitarian potential of this knowledge network.

The *Guide* will formally be launched at the upcoming 6<sup>th</sup> Latin American Agricultural Biotech Symposium, 22-26 October, organized by the Foundation for Agricultural Innovation-FIA (an Agency of the Ministry of Agriculture), the REDBIO/FAO Network, and Innova-Chile.

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**For information** about the publishers, see [www.mih.org](http://www.mih.org) and [www.pipra.org](http://www.pipra.org).

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