

SELECTED READINGS

Baroncelli, Eugenia; Carsten Fink; and Beata Javorcik. (2005). The Global Distribution of Trademarks: Some Stylised Facts. *World Economy*, vol. 28, no. 6, pp. 765–82.

This paper provides the first empirical analysis of the global distribution of trademarks. The analysis is based on data compiled and published by the World Intellectual Property Organization. It includes an analysis of trademark registrations across countries of different income groups and different sectors of the economy. The results provide implications for changes in intellectual property protection in international trade.

Caballero-Sanz, F.; R. Moner-Colonques; and J. Sempere-Monerris. (2005). Licensing Policies for a New Product. *Economics of Innovation & New Technology*, vol. 14, no. 8, pp. 697–713.

This paper assesses the licensing policies for the developer of a new product. The study argues that the best licensing policy is fixed-fee licensing with an exclusive territory clause. Consumers are felt to be better off with the fixed-fee arrangement but do not prefer the exclusive territory provision.

Chaudhry, Rahul; and Kajigailiu G. Kamei. (July 2008). Can Your Firm Keep Its Secrets? *Managing Intellectual Property*, Issue 181, pp. 109-12.

Trade secrets have become an important strategy of choice to protect confidential information. The information age has enhanced the amount and importance of nonpatentable information. This article focuses on a definition of a trade secret and describes ways to protect this information.

Cromley, Timothy. (2004). Twenty Steps for Pricing a Patent. *Journal of Accountancy*, vol. 198, no. 5, pp. 31-34.

There are a number of steps that can be followed to assist the accountant in determining an evaluation of a patent. In addition to a discussion of these procedures, this paper also discusses the makeup of a valuation team.

Depoorter, Ben; Francisco Parisi; and Sven Vanneste. (2005). Problems with the Enforcement of Copyright Law: Is There a Social Norm Backlash? *International Journal of the Economics of Business*, vol. 12, no. 3, pp. 361-69.

Copyright norms have developed in opposition to existing copyright laws. This article argues that copyright enforcement efforts may actually induce further copyright disobedience by reinforcing the moral and social beliefs against conventional copyright law.

Dodwell, William J. (2008). Six Years of the Sarbanes-Oxley Act. *CPA Journal*, vol. 78, no. 8, pp. 38-43.

An assessment of corporate financial reporting is provided in this review of the effectiveness of the Sarbanes-Oxley Act. The backlash of negative factors that was created from the new law is presented as well as a subsequent cost-benefit analysis of the relative significance of each of these factors.

France, M.; and S. Siwolop. (1996). How to Skin a Copycat. *BusinessWeek* (October 21, 1996), pp. 4-7.

Small businesses are particularly vulnerable to knockoffs because of their limited resources. A number of examples, with effective strategies that can be used to fight knockoffs, are presented.

Johnson, E. Scott. (February 2003). Using and Protecting Trademarks. *CPA Journal*, pp. 39-41.

This article argues that because a trademark is an appreciating asset with a potentially perpetual life, it is important to choose trademarks carefully and protect them through federal registration and controlled licensing. It discusses issues of trademark clearance, the establishment of trademark rights, the federal trademark registration and application process, and domain names.

Marshall, Jeffrey; and Ellen M. Heffes. (July/August 2008). Smaller Firms Get Hit Harder Overseas, Survey Finds. *Financial Executive*, pp. 9-10.

The expansion of many small entities into foreign markets raises some significant legal issues. Differences in laws, languages, currencies, and styles of conducting business enhance the need for hiring a lawyer. The survey reported here indicates a shift in relevant factors in doing business overseas from terrorism and political instability to currency risk and supply chain failure.

Ryan, Kenneth E. (February 2003). Product Liability Risk Control. *Professional Safety*, pp. 20-25.

In the current legal climate, parties injured by the defective product can easily sue not only the manufacturer of the product, but also any commercial supplier in the distribution channel, including the wholesaler and the retailer. The article discusses some of the risks and liabilities that these parties face and some of the product quality guidelines that they can follow to limit their liability.

Weiss, Carter. (2006). Innovative Designs Make Us Successful, but Defending Our Intellectual Property Keeps Us in Business. *Fortune Small Business*, vol. 16, no. 9, pp. 81–82.

This article relates the experience of an entrepreneur trying to protect one of his company's signature products, a neoprene wine tote, from copycats. It further discusses how the company managed to maintain its legal rights to this product by spending a certain amount of its budget each year policing copycats and how the threat of a lawsuit usually led to negotiation and resolution of the issue.