RATIONALISING THE FIRM – COMPETING WITH NON-LAWYER COMPANIES

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International Strategic Cooperation between Firms
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The Commercialization Factor

The Formation of New Strategic Cooperatives

Steve Leach
“…. 55% of strategic alliances fail within three to five years. The rest survive an additional 3.5 years. In most successful alliances, value creation takes at least a decade…” Mary C. Szto
The UGLY TRUTH...

Our involvement in large aspects of the foreign filing process is merely a result of the convenience that we provided in the pre-internet world.
The even UGLIER TRUTH...

The real issue is that we are facing a world that has forever changed our business...
The Smart Bet...
A Strategic Decision must be made...
The Patent Agent has always been a critical piece in enabling widespread commercialization of inventions.

We are the **Commercialization Factor**.
So... How can YOU get in on this?