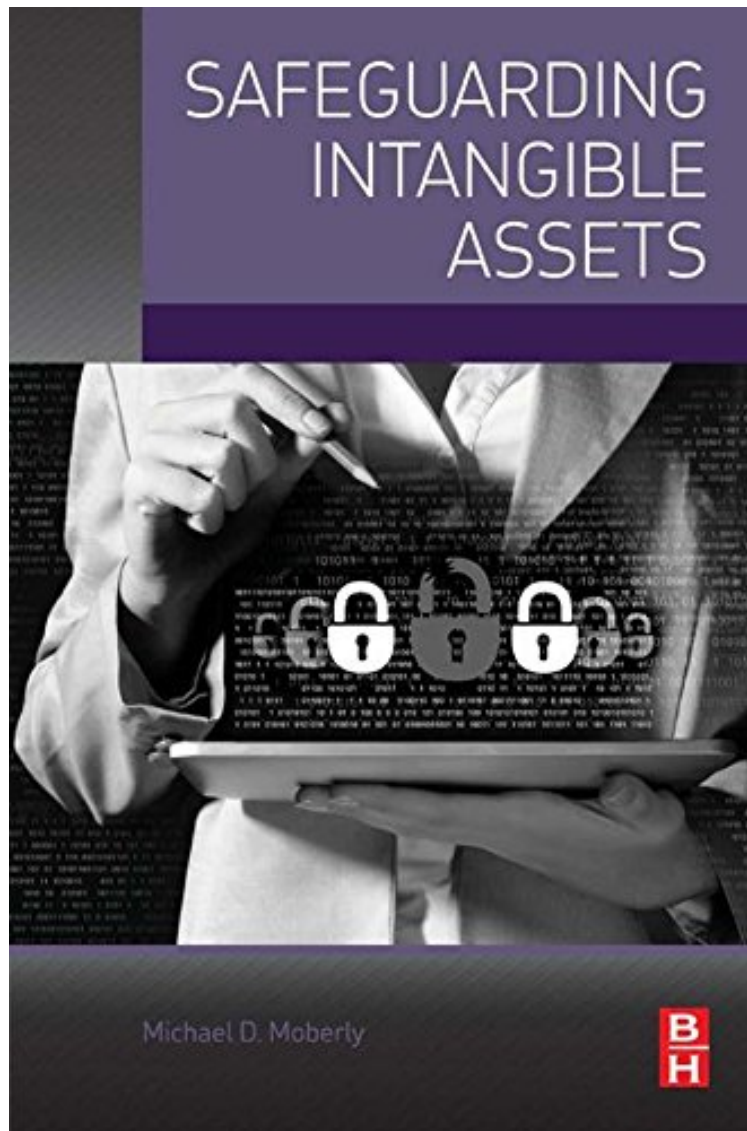


## Safeguarding Intangible Assets

Michael D. Moberly

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**Michael D. Moberly : Safeguarding Intangible Assets** before purchasing it in order to gage whether or not it would be worth my time, and all praised Safeguarding Intangible Assets:

0 of 0 people found the following review helpful. Beyond safeguardingBy Dale FurtwenglerThe title is a bit misleading. Mr. Moberly goes well beyond safeguarding intangible assets to show us how we can capitalize on them to gain and sustain competitive advantage in a highly dynamic marketplace. He's got me looking at business in a whole new light.0 of 0 people found the following review helpful. A useful guide for business executivesBy Ken JarboeMike Moberly has written a useful guide that executives in companies large and small should read if they want to

understand how to prosper in the modern knowledge-based economy. Most of a company's value is in intangible assets—information, workforce skills and know-how, effective management and marketing, business models, relations with suppliers and customers, and software and databases as well as traditional intellectual property (patents, copyrights, and trademarks). Already business investment in intangible assets, such as RD, worker training and organizational structures, is greater than in tangible assets, such as buildings and equipment. Thus, the key question confronting any executive is how to utilize intangibles while safeguarding them. This book directly addresses the issue regarding the management of intangibles. Moberly effectively ties together the concepts of intangible assets with those of corporate security risk management—and shows the necessity of both understanding and protecting those valuable assets. 0 of 0 people found the following review helpful. A rational look at using intangible assets to maximize business value. By Margaret McCarthy As the author clearly understands, the most valuable assets to a company are the things you can't touch or hold (the Intangibles). They make up the brand names, the processes, the ideas, and the people that make good companies into great companies. This book clearly explains how to locate, grow, and utilize the intangibles within a company to maximize the value of a firm. The book also touches on the risk of theft of a company's intellectual property and what manager can do to prevent it. All of this is presented in a real world manner and addresses modern business concerns that even collegiate level text books have failed to acknowledge.

Safeguarding Intangible Assets provides strategies for preserving and enhancing a company's intangible assets to increase its profitability, competitiveness, and sustainability. Intangible assets such as patents, trademarks, copyrights, methodologies, and brand typically account for 80 percent of an organization's value and revenue. There are many forces making it more and more difficult to protect these assets, and securing them is a complex issue often overlooked by security and risk managers. Many security managers do not have adequate policies or procedures in place to protect these assets from compromise, infringement, and theft. Safeguarding Intangible Assets provides managers with the tools necessary for protecting these assets through effective and consistent oversight designed to preserve their control, use, and ownership. The book offers strategies for various types of business transactions, such as mergers and acquisitions, corporate-university RD alliances, new product launches, early stage firms, and university-based spin-offs. Offers step-by-step guidelines and best practices for establishing and maintaining an intangible asset protection program Provides intangible asset risk management strategies that preserve the company's value, revenue, and competitive advantages Shows how to collaboratively build a company culture that anticipates and recognizes intangible asset risks in everyday transactions and operations Strengthens the interface with other departments' security practices, including IT, management, legal, accounting, finance, and risk management

"... recommended for practitioners seeking an understanding of intangible assets and may be useful in college-level business or assets protection courses." --ASIS Dynamics "...plenty of thinking is going on about intangibles; Moberly has brought it together and offers much for the corporate security or indeed any business professional....makes a good case for intangible asset protection being part of everyday business..." --Professional Security Magazine Online, 2014 About the Author Michael Moberly is president and founder of Knowledge Protection Strategies, a security firm specializing in intangible assets and intellectual property. He has more than 25 years of experience teaching, researching, and consulting on protecting proprietary information and other intangible assets. Michael is the chair of the Global Development and Outreach Committee for the Intangible Asset Finance Society, and also chairs the Information Asset Protection Council for ASIS International. He has done expert commentary for CNN, CNBC, and NPR.