



FOR IMMEDIATE RELEASE

Tony Perkins of TechVentures Group, a div. of Bernstein, Shur, Sawyer and Nelson, has been selected by Aspatore Books as author in new authoritative book, *Intellectual Property Licensing Strategies: Leading Lawyers on Drafting IP Agreements, Negotiating Terms, and Evaluating Financial Implications (Inside the Minds)*.

Boston, MA June, 2007—Tony Perkins, lead shareholder of TechVentures Group, has been recognized as a leader in Intellectual Property Law by being selected as an author in the recently released book, *Intellectual Property Licensing Strategies*, published by Aspatore Books. *Intellectual Property Licensing Strategies*, ISBN: 9781596227934, is an authoritative, insider's perspective on the ins and outs of licensing in IP and best practices for negotiating and drafting successful agreements. Featuring partners and chairs from some of the nation's leading law firms, these experts guide the reader through the intricacies of an IP agreement, offering tips on structuring Exclusive Dealer Agreements, Mutual Non-Disclosure Agreements, Software Licenses, and Service Agreements. These IP experts evaluate the important differences and similarities between state and federal laws involving copyrights, trademarks, patents, and trade secrets, discussing the importance of understanding the Uniform Trade Secrets Act and Primary IP Ownership and License Options. From identifying IP assets and the right forms of protection to evaluating concepts such as limiting liability and indemnity, the chapters dive into strategies for enhancing a client's IP value while educating for future success. Additionally, these leaders reveal their strategies for planning defensively, keeping abreast of change, and negotiating success-fully. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today as these experienced lawyers offer up their, thoughts around the keys to success within this ever-evolving field.

The Inside the Minds series is revolutionizing the business book market by publishing an unparalleled group of executives and providing an unprecedented introspective look into the leading minds of the business and legal world. For complete information on Inside the Minds, please visit www.Aspatore.com or email store@aspatore.com. This book can be purchased immediately by visiting <http://www.aspatore.com/store/bookdetails.asp?id=588> and is available

through bookstores nationwide. To order a copy of this book, you can also call 1-866-ASPATORE.

About Tony Perkins

The lead partner at TechVentures Group, Tony's client base consists primarily of technology-based businesses, but also includes institutional and non-institutional financiers.

Tony practices in all areas of technology development and licensing, commercialization of advanced technologies, and intellectual property matters. He develops and manages multi-disciplinary strategies for his technology-based growth companies and has extensive experience in attracting equity investment, software licensing, e-commerce transactions, and e-commerce agreements.

About Aspatore – Publishers of C-Level Business Intelligence

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