

Overcoming Objections to License Terms

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Introduction

This chapter is designed to give you tools to use during the negotiation of a license agreement between a not-for-profit university or institute and a for-profit industry partner. It addresses some of the more common objections raised during the negotiations so that you may be aware of what to expect. Further, it provides the not-for-profit some suggestions for handling these objections and preventing them from causing the negotiations to fail.

It is not intended that this section be all-inclusive. Even after twenty years in the business, a technology transfer professional can find new and original issues cropping up in license agreement negotiations. Thus, this chapter cannot cover all issues. However, it will address some of the more common objections.