NOTES TO CASE STUDIES

Collegiate Licensing
2. For information about the CLC, see http://www.clc.com/clcweb/publishing.nsf/Content/aboutclc.html (accessed January 10, 2011).
3. For a list of the CLC’s clients, see http://www.clc.com/clcweb/publishing.nsf/Content/institutions.html (accessed January 10, 2011).
11. Ibid., 36.
13. Ibid., 9.
16. Ibid., 14.
18. Thomas, “Struggle over Compensation.”
19. Ibid.
20. Ibid.
22. Ibid.

Follow-on Biologics
3. Ibid., 3.
4. Ibid.
10. Ibid.
12. Ibid., 8–9.
13. Ibid., 13.
14. Ibid.
16. Ibid.
17. Edlin, “PPACA Creates Approval Pathway for Follow-on Biologics.”
18. Ibid.
21. Quoted in ibid.
23. Ibid.


29. Ibid.


32. Quoted in ibid.

InnoCentive


12. Dean, “If You Have a Problem, Ask Everyone.”
14. Ibid.
Museum Licensing

4. Riding, “Abu Dhabi Is to Gain a Louvre of Its Own.”
5. Ibid.
8. Riding, “Abu Dhabi Is to Gain a Louvre of Its Own.”
9. Riding, “The Louvre’s Art.”
11. Quoted in ibid.
13. Ibid.
15. Gallo, “Museum Quality.”
20. Ibid.
22. Ibid.
23. Ibid.

**Smartphones**
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14. Tarmo Virki, “Nokia-Apple Row May Last more than 1 Year,” Reuters, Oc
ology/content/may2010/tc20100512_956709.htm (accessed March 11, 2011).
17. Quoted in Kharif, “Complex Smartphones.”
18. Roberta Cozza and Monica Basso, “Gartner, Android and Other Open Source Platforms Will Drive Innovation in the Smartphone Market,” unpublished pa-
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19. “Research in Motion Attacks the iPhone,” MarketWatch, August 3, 2010, avail-
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ples-iphone-2010-08-03 (accessed March 11, 2011).
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ruary 15, 2010).
23. Kharif, “Complex Smartphones.”
24. Halpern, BloggingStocks.


**Starbucks versus Ethiopia**


28. Simon, Everything but the Coffee, 236.


31. Simon, Everything but the Coffee, 235.


**United Technology Commercialization**


11. Ibid., 1800.
12. See, for example, Kesan, “Transferring Innovation,” 2169. See also Lipinski, Minutolo, and Crothers, “The Complex Relationship Driving Technology Transfer.”
16. See, for example, Risa L. Lieberwitz, “The Marketing of Higher Education: The Price of the University’s Soul,” *Cornell Law Review* 89, no. 763 (2004): 798. Lieberwitz is highly skeptical of the increased ties between academia and industry, stating that “commercialization of the university is a crisis for higher education.”
17. Jelinek and Markham, “Industry-University IP Relations,” 266.
20. Regional economic development is especially prominent in public university settings. For example, the State University of New York recently adopted a new strategic plan in which statewide economic development is a central pillar. Private, not-for-profit universities (such as Widener University) have increasingly touted their economic development potential as well. Typically, the IP strategies pursued by public and private universities today are far more similar than they are different.
27. See, for example, Lieberwitz, “The Marketing of Higher Education,” 789.