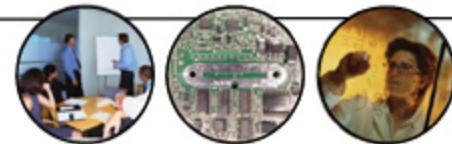


# What Can We Learn From Palm A?

**Tom Kosnik**

---

**TECHNOLOGY VENTURES**



# Palm IP Lessons Learned

1. Intellectual Property (IP) takes many forms. (*Trademarks, Patents, Trade Secrets, Copyrights, etc.*)
2. One of the crucial jobs of an entrepreneur is to create, defend and leverage IP.
3. Licensing and selling IP are sources of revenue and sometimes industry power.
4. The importance of IP depends partly on the industry (more crucial in biotech than SW)
5. Really talented IP attorneys are worth their weight in gold. Get the right specialist!

