

PUBLISHED BY THE MICHELSON 20MM FOUNDATION,
AND MADE POSSIBLE BY THE GENEROUS SUPPORT OF
GARY AND ALYA MICHELSON

THE INTANGIBLE ADVANTAGE

UNDERSTANDING INTELLECTUAL
PROPERTY IN THE NEW ECONOMY



BY DAVID KLINE

EXECUTIVE EDITOR DAVID KAPPOS

WITH GARY K. MICHELSON, ROBERT G. KRUPKA,
RANDALL E. KAHNKE, AND KERRY L. BUNDY