

Prelude

The many voices in this *Handbook* make up an expert chorus in the field of intellectual property (IP) management. Motivated by their passion for a better world, these virtuosos volunteered to share their experiences as part of a broader effort to bring innovation to the poor and improve the lives of millions of people. These selfless, ground-breaking experts bring to mind another revolutionary, Ludwig van Beethoven, who declared, “I have never thought of writing for reputation and honor. What I have in my heart must come out; that is the reason why I compose.” The compositions here are obviously less sublime than Beethoven’s, but their potential to inspire is nonetheless comparable: they are always written from the heart.

The creativity in these chapters reflects the fact that IP management is an emerging discipline, one best described not as science but as art. This is why the title pages of every chapter announce that this *Handbook* is “Sharing the Art of IP Management.” These chapters offer lucid, cogent analyses of the role of intellectual property in many practical contexts and give free play to the imagination, inspiring readers to try new strategies, risk improvisation, and embrace new motifs. Such creativity is a necessary response to the increasing complexity and importance of the nexus of intellectual property and the public good.

Given that intellectual property is a critical institutional management and global policy issue, it can no longer be ignored by public sector-research institutions or left to the legal establishment. Policy-makers, leaders of scientific institutions, licensing experts, and scientists everywhere all need to act in concert to make the most of their work. But protecting intellectual property is just the beginning. The real challenge is to use one’s intellectual property and to leverage that of others. This approach is at least as important for the public sector as it is for the private sector, given its humanitarian and socio-economic mandate.

This *concerto grosso* gathers the experiences of IP professionals from North, South, East, and West, and offers innovative knowledge and strategies that can be applied to many institutional settings. Because increasing numbers of developing countries are seeking to optimize the economic, social, and cultural value of their IP assets and resources, I believe this *Handbook* will find a ready audience. The suite of chapters, composed by nearly 200 authors, offers pragmatic suggestions and reference resources that will pave the way to greater access to health solutions and agricultural innovations. The authors write about

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the topics from various perspectives, an approach that inevitably led to some overlap. This overlap allows the reader to see a topic from several perspectives. The authors have distinctive voices, and, as with Beethoven's famous counterpoint, the distinctive parts are precisely what make the whole so compelling.

Driven by rapid advances in science and technology and by the dawn of a worldwide, networked society, the increasing economic and humanitarian centrality of intellectual property will lead to more sophisticated and complex institutional infrastructures. The process is happening even as you read this Prelude. This is no time, therefore, to remain in complacent isolation. It is time to join your voices—and aggregate your values and your actions—to form a network of effective partnerships. A solo performance will lack the power of a full orchestra, and solo efforts at innovation will be stymied without collaboration.

The strength of this *Handbook* is the depth and breadth of its information. But just as notes only become music when the bow meets the viola string and the timpani sounds, so these chapters will matter only when the reader translates them into action. My highest hope is that this *Handbook* will incite a passionate, rousing performance, one that will touch the lives of others and reverberate far beyond these pages.

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