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**PAPER PRESENTED:  
SUSTAINABLE STRATEGY OF IMPLEMENTING IPR MANAGEMENT  
IN MERGERS & ACQUISITIONS**

**Adrian Bercovici**

The Bucharest University of Economic Studies  
patent@gmx.net

**Gabriela Stănciulescu**

The Bucharest University of Economic Studies  
cecilia.stanciulescu@gmail.com

**Abstract**

*The objective of this paper is to identify the right key questions, the right time stages and the right M&A phases for the implementing of the Intellectual Property Rights (IPR) management and more exactly the IPR expert in the M&A DD process. With the help of these, the IPR expert can decide on an economically and time sustainable IPR DD process for the discussed investment types. The methodology used involves 6 different DD processes which were implemented in the course of 7 years in 2 different global corporations by the writers as well as a literature research of the best practices on the field. It is proposed to create a framework which guides and supports the path to a resource sustainable strategy of implementing the IPR DD.*

**Keywords**

Mergers & acquisitions, Intellectual Property Rights, Due Diligence, Sustainable Strategy