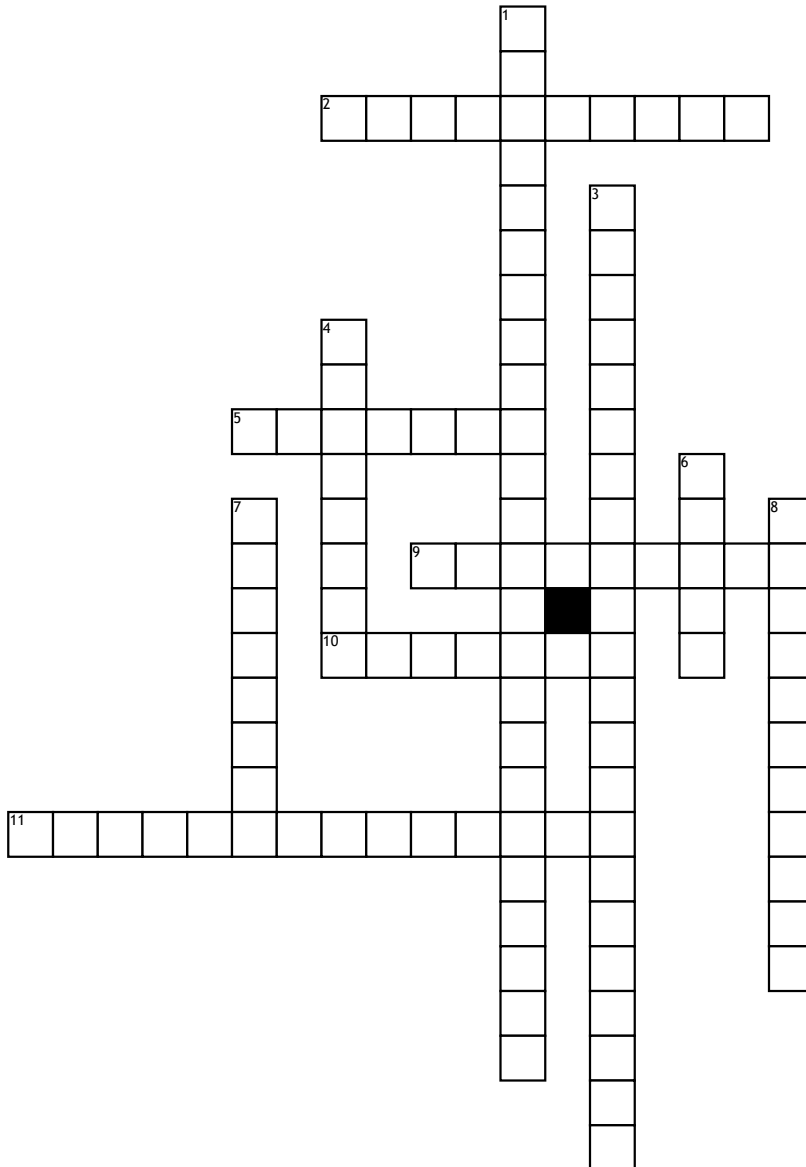


Chapter 4 Puzzle



Across

2. A process producing an idea or opportunity that is novel and useful

5. A legal agreement granting you rights to use a piece of intellectual property

9. Search for opportunities that arise when you get rid of something or stop doing something

10. A payment to a licensor based on the number of licensed items sold

11. valuable experience an owner gains by working for someone else.

Down

1. the ability to notice things that have been overlooked, without actually launching a formal search for opportunities

3. searching and capturing new ideas that lead to business opportunities

4. The person or organization offering the rights to use intellectual property

6. To change products or services that already exist.

7. The person or firm which is obtaining the rights to use intellectual property

8. the extent to which an idea is viable and realistic and the extent to which you are aware of internal and external forces that affect your business