

THE PROCESS OF INTERNATIONAL STANDARDIZATION AND ROYALTY FREE

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ABSTRACT

The purpose of this paper is to explore the relation between the process of international standardization and the royalty free (RF) of intellectual property (IP). Recently, international standard has been a very important role for global business. It is not because there is the TBT Agreement (Agreement on Technical Barriers to Trade) of WTO which was established in 1995. Today, the process of international standards has been developed through SDO (Standard Developing Organization). This trend affects the process of international standardization.

Keywords: *Technology Management, International Strategy, Standardization, Intellectual Property Rights Management*