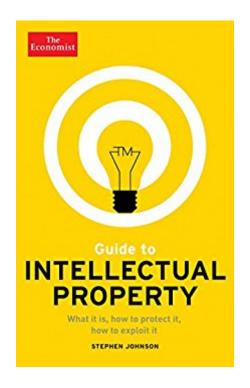
# The book was found

# Guide To Intellectual Property: What It Is, How To Protect It, How To Exploit It (Economist Books)





# **Synopsis**

Intellectual Property (IP) is often a companyâ TMs single most valuable asset. And yet IP is hard to value, widely misunderstood and frequently under-exploited.IP accounts for an estimated \$5trn of GDP in the US alone. It covers patents, trademarks, domain names, copyrights, designs and trade secrets. Unsurprisingly, companies zealously guard their own ideas and challenge the IP of others. Damages arising from infringements have fostered a sizeable claims industry. But IP law is complex, and the business, financial and legal issues around it are difficult to navigate. Court decisions and interpretation of IP laws can be unpredictable, and can dramatically change the fortunes of businesses that rely on their IP – as demonstrated in the pharmaceutical industryâ TMs battle with generic drugs. This comprehensive guide to intellectual property will help companies, investors, and creative thinkers understand the scope and nature of IP issues, pose the right questions to their advisers and maximize the value from this crucial intangible asset.

### **Book Information**

File Size: 1701 KB

Print Length: 354 pages

Publisher: The Economist (July 14, 2015)

Publication Date: July 14, 2015

Language: English

ASIN: B00ZAQS8YE

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #425,648 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #17 in Books > Law > Intellectual Property > Patent, Trademark & Copyright > Trademark #33 in Kindle Store > Kindle eBooks > Law > Intellectual Property > Patent, Trademark & Copyright #60 in Books > Law > Intellectual Property > Patent, Trademark & Copyright > Patent

## Customer Reviews

Outstanding reference, an extremely valuable resource. Well-written, comprehensive and informative, it is essential for anyone who deals in IP or creative undertakings on any level.

Excellent study on IP. Highly recommended for any business owner, CEO or senior executive.

### Download to continue reading...

Guide to Intellectual Property: What it is, how to protect it, how to exploit it (Economist Books) Intellectual Property in the New Technology Age: 2016: Vol. I Perspectives, Trade Secrets and Patents (Intellectual Property in the New Technological Age) Intellectual Property: Supreme Court Contemporary Decisions (Intellectual Property Law Series) The Ultimate Guide to WordPress Security: Secure and protect your WordPress website form hackers and protect your data, get up to date security updates The Hollywood Economist 2.0: The Hidden Financial Reality Behind the Movies El economista camuflado / The Undercover Economist (Spanish Edition) Intellectual Property and Open Source: A Practical Guide to Protecting Code Intellectual Property in Government Contracts: Protecting and Enforcing IP at the State and Federal Level Law and Creativity in the Age of the Entertainment Franchise (Cambridge Intellectual Property and Information Law) Open Source Licensing: Software Freedom and Intellectual Property Law Emanuel Law Outlines: Intellectual Property Intellectual Property Law Examples & Explanations: Intellectual Property Intellectual Property Statutes: 2016 Ownability: How Intellectual Property Works Selected Intellectual Property and Unfair Competition Statutes, Regulations, and Treaties (Selected Statutes) Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property Copyrights and Copywrongs: The Rise of Intellectual Property and How it Threatens Creativity Intellectual Property Stories (Law Stories) Intellectual Property Law (Quickstudy: Law)

**Dmca**