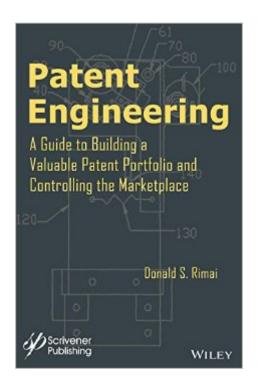
The book was found

Patent Engineering: A Guide To Building A Valuable Patent Portfolio And Controlling The Marketplace





Synopsis

Patents are a vital asset in the modern business world. They allow patent holders to introduce new products in to a market while deterring other market players from simply copying innovative features without making comparable investments in research and development. In years past, a few patents may have provided adequate protection. In a That is no longer the case. In today's world, it is critical that innovative companies protect the features of their products that give them a competitive advantage with a family or portfolio of patents that are strategically generated to protect the market position of the patent holder. A patent portfolio that deters competitors from introducing competitive products in a timely manner can be worth billions of dollars. Anything less than this is an expensive and possibly fatal distraction. This book provides a strategic framework for cost efficient engineering of patent portfolios that protect your investments in research and development and that extend the market advantages that these investments provide.

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Customer Reviews

There are some very powerful concepts in this book (intermingled with some passages that I heavily skimmed - portions are written to a patent newbie). It makes it on to my top three patent book list (Kayton's Crafting and Drafting and Joseph Root's "Rules of Patent Drafting)..

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