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Título: Intellectual Property: The Lifeblood Of Your Company

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Sinopsis

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Summary: This book is written by two intellectual property (IP) lawyers, experienced in contentious and non-contentious matters. The book deals with different types of intellectual property protection and how to apply them. It also covers how to cope with the infringement of one's intellectual property or allegations that it infringes someone else's intellectual property. Finally, the book advises on how best to exploit one's intellectual property rights and the sort of commercial agreements that will be entered into as a result. The book is aimed at business people rather than lawyers and, as a result, contains concise, practical, day-to-day advice rather than the study of legal theory or case law. Key Features: 1. Based on the real experience of the authors and their clients. 2. Easy to understand and uncluttered by legal jargon or complicated footnotes. 3. Applicable to a wide range of industries. 4. Useful to business entities of all sizes, ranging from the individual inventor or start-up company to the big multi-national corporation. The Authors: Mark Elmslie is a partner in Hewitsons specialising in intellectual property litigation. Simon Portman is also a partner in the firm and specialises in non-contentious intellectual property and commercial law with an emphasis on the technology sector. Readership: The book is aimed at: individual inventors; the founders of start-up companies; patent and contract officers and any other manager or director in a large or medium sized company involved in the protection and exploitation of its products and the intellectual property rights attaching to them. Contents: Introduction Different types of intellectual property (IP) and related rights Dealing with IP rights Good IP maintenance and management Dealing with IP disputes Issues arising on change of ownership How does IP affect your business in practice?