



ESSENTIALS OF INTELLECTUAL PROPERTY

By Poltorak, Alexander I.; and Lerner, Paul J.

John Wiley & Sons, New York, 2002. Soft Cover. Book Condition: NEW. First Edition, First Printing. BRAND NEW COPY w/trace wear to corner tips of softcover. Fundamentals of Intellectual Property (IP), 10 chapters w/10 appendices. Chapter 5 (What is it Worth -- Putting a Value on Intellectual Property) is the keystone of this excellent survey on monetizing intellectual property. Chapters 6-10 are: 6, Make More Money by Sharing (Licensing); 7, Officers & Directors Beware -- You Can Be Liable for Mismanaging Intellectual Property; 8, Enforcing Your Rights; 9, Intellectual Property in Cyberspace; and 10, The Patent Portfolio & its Effect on Stock Price. 260 (+ xxv) pages, with tools like applications for protection of the various forms of Intellectual Property; confidentiality, nondisclosure, and licensing agreements; assignment forms; and evaluating patents and patent portfolios.



READ ONLINE
[4.54 MB]

Reviews

This pdf can be worthy of a read, and much better than other. I am quite late in start reading this one, but better then never. Its been printed in an remarkably easy way which is merely following i finished reading this book by which basically changed me, alter the way i think.

-- **Nedra Kiehn**

Completely essential study publication. Better then never, though i am quite late in start reading this one. I am very easily could get a delight of reading a composed publication.

-- **Marilyne Macejkovic**