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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.



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