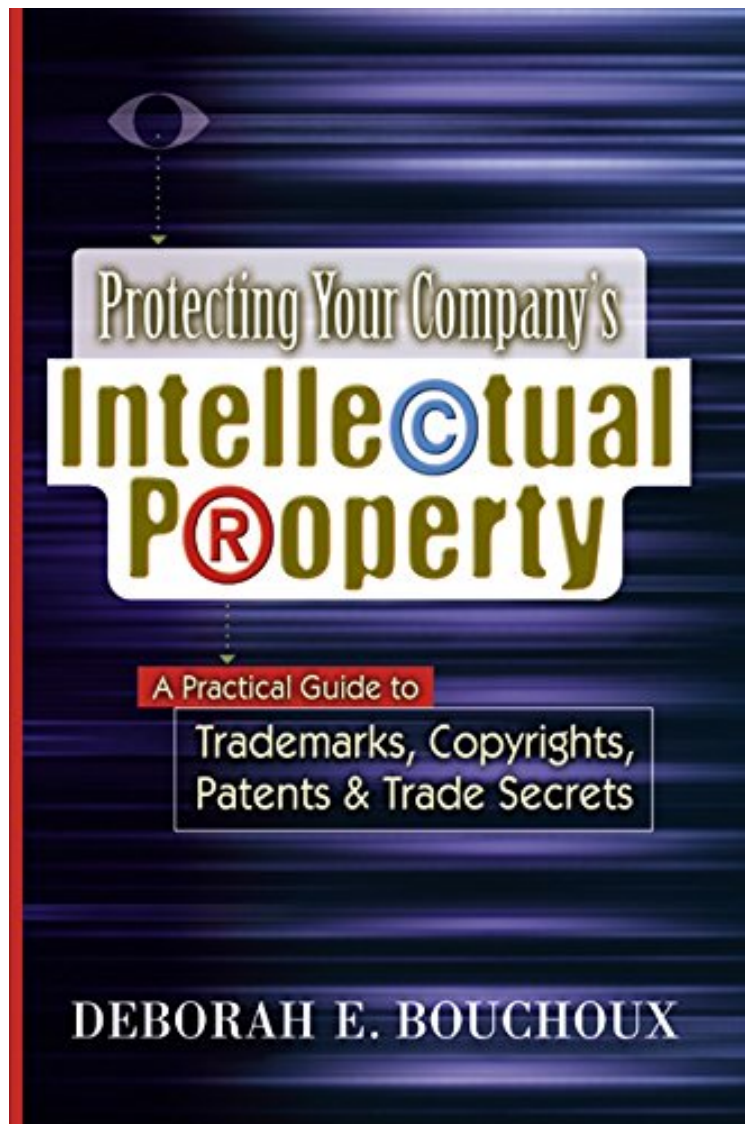


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Protecting Your Company's Intellectual Property: A Practical Guide to Trademarks, Copyrights, Patents Trade Secrets

Deborah E. BOUCHOUX

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Deborah E. BOUCHOUX : Protecting Your Company's Intellectual Property: A Practical Guide to Trademarks, Copyrights, Patents Trade Secrets before purchasing it in order to gage whether or not it would be worth my time, and all praised Protecting Your Company's Intellectual Property: A Practical Guide to Trademarks, Copyrights, Patents Trade Secrets:

6 of 6 people found the following review helpful. Excellent IP overview for managers and investorsBy

tahoedenizen This book offers a comprehensive overview of intellectual property issues, suitable for (among others) high-tech executives, entrepreneurs, and investors in early stage companies (all of which describe me). Its coverage includes trademarks (6 chapters, 70 pages), copyrights (5 chapters, 68 pages), patents (4 chapters, 40 pages), and trade secrets (1 chapter, 18 pages), plus chapters on unfair competition, owning IP created by employees and independent contractors, and conducting internal IP audits. I have experience with software copyrights and biotechnology patents; this book is fairly strong on the former, but only briefly mentions the latter. The material on internal IP audits is rather brief (12 pages) but includes a fairly good audit checklist, and an action plan for protecting a company's IP; also, the first chapter should be required reading for managers, since it points out the many places in a business where valuable IP may be found, department by department. The writing is very clear -- certainly not "obtuse" as one reviewer claimed -- and the book is quite current, with good coverage of the Internet's impact on copyright and other IP issues, and coverage of recent changes in the law such as the Digital Millennium Copyright Act. The book is a high-level overview for managers rather than a lawyer's or practitioner's guide, but it does describe the application process for trademarks, copyrights, and patents, all in reasonable detail. Yet this book is just 250 pages of highly readable text -- not a huge tome -- which I think makes it suitable for managers, early stage investors, or board members, especially in high-tech companies. 4 of 12 people found the following review helpful. Save the money By A Customer I found this book very obtuse and thought the author tried to make this subject much more difficult than it really is. Save your money. 8 of 10 people found the following review helpful. Highly Recommended! By Rolf Dobelli In the interests of safety, we'll refrain from quoting this fine book by Deborah E. Bouchoux, a specialist in intellectual property who teamed with AMACOM to create that rarest of volumes: a straightforward book about law that is simple to read (it's a formula she should patent). This comprehensive volume covers the nuts and bolts of U.S. patent and trademark law. It also gives advice on how to protect your intellectual property and avoid infringement, and reports on the latest patent trends in high tech. Of most concern for general business managers, Bouchoux reviews how (and why) to conduct intellectual property audits within your organization. With intellectual property emerging as the new corporate treasure of the knowledge economy, we [...] suggest that research and development managers and executives of every stripe study this volume carefully. Why should your attorney be the only one who understands what you really own?

A company's most valuable assets may not be physical. This book shows how to protect them without fences or security guards! You can't touch it or feel it. Sometimes you can't even see it. Yet, intellectual property continues to soar in value, comprising an increasingly greater portion of a typical company's assets. In the age of instant global communication, understanding what intellectual property is, how to protect it, and how to enhance its value are prerequisites for corporate survival. Enter attorney Deborah E. Bouchoux and her informative book, *Protecting Your Company's Intellectual Property*. Packed with fascinating and illuminating examples, this book is a succinct, yet comprehensive discussion of the four key areas of intellectual property: trademarks, copyrights, patents, and trade secrets. In addition to defining these areas (for instance, did you know that customer lists and marketing plans are protectable trade secrets?), the book offers practical tools for protecting intellectual property, including: Trademark and copyright application forms Sample employment agreements An Internet usage policy Tips on preventing unauthorized dissemination of information via the Web A guide for conducting an IP audit And much, much more.

From Library Journal The boom in technology-based industries has created enormous growth in the field of intellectual property. The purpose of this book is to help companies understand what their intellectual property is and how to protect it. Attorney Bouchoux discusses trademarks, patents, copyrights, and trade secrets. She explains how rights arise under each, what can be protected, and what procedures need to be undertaken to ensure protection. Emerging issues, such as how to obtain and protect domain names, protecting web site content from infringement, electronic publishing, downloading music from the Internet, and protection of multimedia works, are all covered in light of business trends and the current state of the law. A chapter on internal audits will help readers conduct an inventory of their intellectual property assets. Bouchoux presents the information succinctly and with a clear understanding of the practical problems encountered by those managing intellectual property. Highly recommended. Joan Pedzich, Harris Beach, LLP, Rochester, NY Copyright 2001 Reed Business Information, Inc. "Bouchoux presents the information succinctly and with a clear understanding of the practical problems encountered by those managing intellectual property." -- Library Journal "The issue of intellectual property and its protection is a growing concern, and Deborah E. Bouchoux's new book addresses this topic thoroughly." -- Black Enterprise Magazine This book presents a concise yet comprehensive discussion of the four key areas of intellectual property--copyrights, trademarks, patents and trade secrets. -- BizLife May 2002 "a good overview of intellectual property and its impact on your business, this book is the one to grab." -- Online December 2001 About the Author Bouchoux is an attorney specializing in intellectual property, and the author of three textbooks. She is in-house counsel at Management Information Consulting, Inc., and an instructor at Georgetown University.