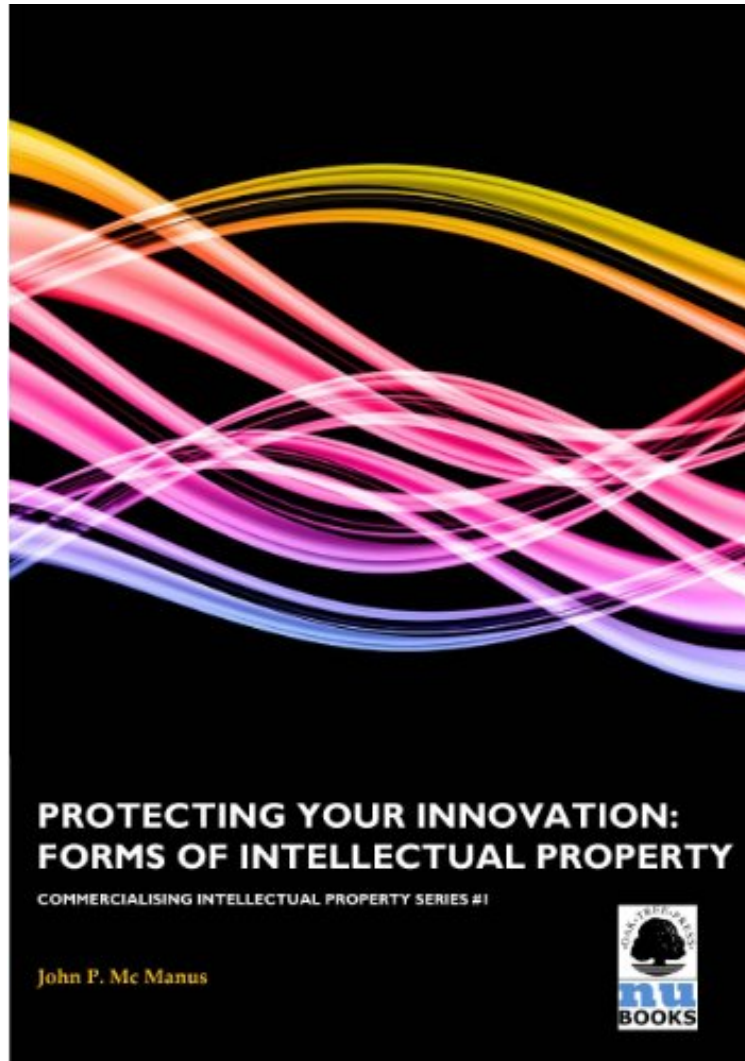


Protecting Your Innovation: Forms of Intellectual Property (1)

John P Mc Manus

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John P Mc Manus : Protecting Your Innovation: Forms of Intellectual Property (1) before purchasing it in order to gage whether or not it would be worth my time, and all praised Protecting Your Innovation: Forms of Intellectual Property (1):

0 of 0 people found the following review helpful. Medium Length Read Distinguishing Various IP TypesBy pen_palThis book does well to define, describe and distinguish different intellectual property types and their associated protections. Most of the emphasis is on European standards and systems, though others are mentioned. If your looking to protect your work but are fuzzy on the differences between patent, copyright, design rights, etc, this would be a great read.

For many knowledge-intensive or technology-based start-up companies, the professional management of intellectual property (IP) is critically important. In fact, IP may be the main asset by which the value of a young company is determined and on which decisions to invest in the company are based; and so IP needs to be considered very early in the planning process. The Commercialising Intellectual Property series of ebooks provides a detailed grounding for innovators and researchers. The first ebook in the series, *Protecting Your Innovation: Forms of Intellectual Property*, sets intellectual property rights firmly in the context of commercialisation of innovative research and explains the various forms of protection available.