



Essentials of Intellectual Property: Law, Economics, and Strategy

Alexander I. Poltorak, Paul J. Lerner

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Essentials of Intellectual Property: Law, Economics, and Strategy Alexander I. Poltorak, Paul J. Lerner
The definitive primer on intellectual property for business professionals, non-IP attorneys, entrepreneurs, and inventors

Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, the *Second Edition* of this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and case law in intellectual property.

- Presents fundamentals of patents, trademarks, copyrights, trade secrets and other less-known forms of IP, such as registered design and mask works
- Covers important concepts such as IP strategy, protection, audits, valuation, management, and competitive intelligence
- Offers an introduction to IP licensing and enforcement
- Now features discussion of critical precedent-setting recent IP cases and proposed patent reform

Providing business professionals and IP owners with in-depth knowledge of this extremely important subject, this book helps those new to this field gain a better understanding and appreciation for the results of their creative abilities.

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