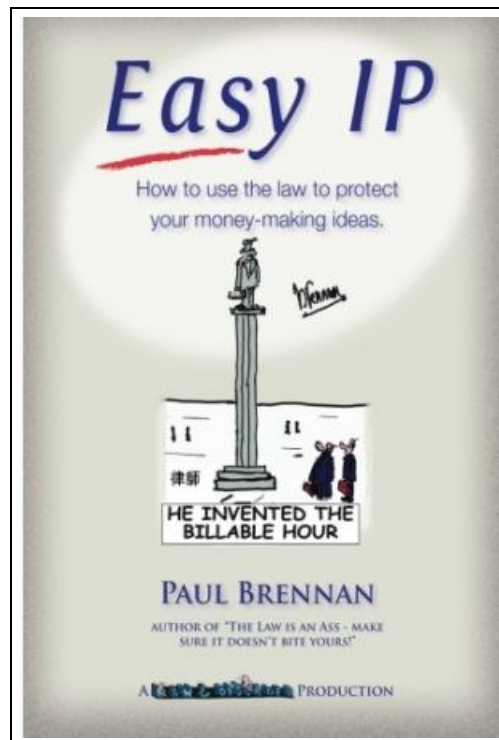


Easy IP: How to Use the Law to Protect Your Money-Making Ideas (Paperback)



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Reviews

The best book i at any time read. I am quite late in start reading this one, but better then never. I realized this publication from my dad and i advised this book to understand.
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EASY IP: HOW TO USE THE LAW TO PROTECT YOUR MONEY-MAKING IDEAS (PAPERBACK)



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Paul Brennan, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Everybody wants to think of a great idea that will make them rich. A good indication that you have a great idea is that someone copies it but, by then it can be too late. This is too bad as a lot of the knowhow to protect your ideas is free but buried in a mass of detail and exceptions which most people put in the too hard basket. Some IP protection you must pay for, such as trademarks but it is well worth it, provided it is done properly. Intellectual Property (IP) has been described by the Financial Times as one of the key drivers of business competitiveness in the 21st century. Therefore, a clear understanding is essential not only for creative people or entrepreneurs but for anyone who wants to succeed in business and not have their ideas stolen. It does not even need to be your idea. Using IP law you can cheaply gain ownership of other people s ideas and then use your business skills to make a killing. By focusing on the IP legal advice that his small to medium sized business clients have been willing to pay for, Paul Brennan has written a book which will enable you to say that s my IP and at least sound as if you know what your talking about which can be the cheapest and most powerful of weapons available to you. Illustrated by legal cartoons drawn by the author this little book combines the qualities of a useful reference book on IP law with wry humour and the odd belly laugh. YOU WILL LEARN ABOUT: - Identifying your IP - Protecting your brand and content...



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