



Essentials of Intellectual Property: Law, Economics, and Strategy

By Alexander I. Poltorak, Paul J. Lerner

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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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Editorial Review

From the Back Cover

"This excellent book provides important analytical tools and innovative perspectives for those who recognize that dealing with patents and copyrights is not just for lawyers anymore, but has become an essential management task."

—Eli Noam, Professor of Finance and Economics, and Director of the Columbia Institute for Tele-Information, Columbia Business School

The world of intellectual property changes faster than you can say "precedent-setting lawsuit"—and it's crucial to keep up with those changes, even if you're not a patent attorney. *Essentials of Intellectual Property, Second Edition* is a concise, lively, and often witty introduction to the world of patents, trademarks, copyrights, and trade secrets for non-lawyers.

In these pages, you'll find a clear discussion of concepts such as:

- IP strategy, valuation, audits, and management—how to know what your IP is worth and manage it accordingly
- Patent triage—knowing when to "let go" of unprofitable patents, or monetize under used patents
- Patent enforcement—strategies to use and fatal errors to avoid
- Licensing and cross-licensing—crafting a deal that works for all parties
- Contract work, non-competition agreements, and works-for-hire—making sure you own the IP you paid employees or contractors to create

This *Second Edition* also includes a summary of the latest precedent-setting IP lawsuits and how the legal landscape has changed over the past decade, as well as a list of some of the most important (and sometimes, controversial) reforms that Congress has proposed to the U.S. patent system.

Thorough, understandable, and business-savvy, *Essentials of Intellectual Property, Second Edition* will quickly bring you up to date on everything you need to know about patents and other forms of intellectual property.

The Wiley Essentials Series—because the business world is always changing ... and so should you.

About the Author

ALEXANDER I. POLTORAK is the founder, Chairman, and CEO of General Patent Corporation (GPC), an intellectual property (IP) firm focusing on intellectual property strategy and valuation, IP licensing, and enforcement.

PAUL J. LERNER is the Senior Vice President and General Counsel of General Patent Corporation (GPC). He coauthored *Essentials of Licensing Intellectual Property*, as well as articles in *Intellectual Property Worldwide, Patent Strategy & Management*, and *Managing Intellectual Property*.

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