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Nota di contenuto	Intellectual Property Management; Contents; Preface; Authors; Abbreviations; 1 Terminology; 1.1 The Terms of Patenting; 1.1.1 The Patent; 1.1.2 The Process of Patenting; 1.1.3 The Value in a Patent; 1.1.4 Anatomy of a Patent Document; 1.1.5 Patentability of an Invention; 1.1.6 Inventors and Applicants; 1.2 Business Brief; 2 The Economic Objectives of Protection; 2.1 Filing Strategy; 2.1.1 When to File?; 2.1.2 Where to File: National Offices and International Treaties; 2.1.3 Where to First File?; 2.1.4 Follow-up Filings and the Territorial Extent of Protection 2.2 Claim Breadth: The Scope of the Desired Protection 2.3 Factors Influencing Filing Strategy and Claim Breadth; 2.3.1 The Invention, the Product and its Market; 2.3.2 Market Economics; 2.3.3 Technology Density; 2.3.4 The Commercialisation Plan; 2.3.5 The Competition; 2.4 Financial Resources and Attitude Towards Risk; 2.5 Business Brief; 3 Patenting; 3.1 Preparation; 3.1.1 Planning; 3.1.2 Assembling Material;

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Sommario/riassunto

This concise introduction to European patent law and global patent perspectives combines the legal and economic perspectives to adopt a unique approach that serves both inventors -- engineers and scientists -- as well as financiers and economists. Written by experts with first-hand knowledge this book is completely up-to-date, taking into account recent additions to European patent law, especially in the field of biotechnology and genetics. While concentrating on the EU, the world perspective is nevertheless represented, including US particularities. The result is a set of guidelines allow

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