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Descrizione fisica	1 online resource (xxii, 241 pages) : illustrations, forms
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Soggetti	Intellectual property - United States High technology industries - Law and legislation - United States Household electronics industry - Law and legislation - United States New business enterprises - Law and legislation - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I Overview of Intellectual Property Rights -- Patents -- Trade Secret Protection -- Trademarks and Trade Dress -- Copyrights -- Domain Names -- Intellectual Property Issues in Labeling and Marketing -- Part II Implementing Intellectual Property Practices, Procedures and Strategies -- Seven Basic Steps to Getting Started -- Deciding Between Patent or Trade Secret Protection -- Intellectual Property Strategies for Software: Patent and Copyright Protection -- Developing and Managing an Intellectual Property Portfolio -- Part III Monetization of Intellectual Property Portfolios -- Intellectual Property Portfolio Acquisition.
Sommario/riassunto	This book provides a comprehensive guide to procuring, utilizing and monetizing intellectual property rights, tailored for readers in the high-tech consumer electronics and software industries, as well as technology startups. Numerous, real examples, case studies and scenarios are incorporated throughout the book to illustrate the topics discussed. Readers will learn what to consider throughout the various

creative phases of a product's lifespan from initial research and development initiatives through post-production. Readers will gain an understanding of the intellectual property protections afforded to U.S. corporations, methods to pro-actively reduce potential problems, and guidelines for future considerations to reduce legal spending, prevent IP theft, and allow for greater profitability from corporate innovation and inventiveness. • Offers a comprehensive guide to intellectual property for readers in high-tech consumer electronics, software and technology startups; • Uses real case studies to illustrate concepts covered; • Discusses most recent changes to the U.S. patent laws, such as the America Invents Act; • Describes specifics of protections offered, as well as benefits and shortcomings of each type; • Provides guidance on IP implementation, procedures for protecting IP and which types of protections are necessary. .

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