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Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Glossary of Intellectual Property Terms; Glossary of Terms used in Litigation; Foreword: What This Book is About and Why You May Want to Read it; 1 Setting the Scene; 2 Introduction to Intellectual Property; 3 How the Law Protects Different Intellectual Assets; 4 Dispute Resolution Options; 5 Woolf Rules, OK!; 6 So You Want to Sue Somebody; 7 What Happens if Neither Side Gives in; 8 How to Prepare Your Case; 9 What Happens on the Big Day; 10 Where to Get Help; 11 Threats Actions; 12 A Few Last Tips; Appendix; Index
Sommario/riassunto	The development of a global 'knowledge economy' has encouraged organizations of all types to focus on the opportunities for, and the threats to, the intellectual property that they hold. The variety of intellectual assets (designs, databases, patents, brands and trade marks), the growth of new technology capable of exploiting and protecting these assets, and the nature of the law mean that intellectual property enforcement is a hugely complex area. Jane Lambert's

Enforcing Intellectual Property Rights explains the threats and the remedies (criminal and civil, as well as alternatives to litigat
