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Titolo	A short course in international intellectual property rights [[electronic resource]] : protecting your brands, marks, copyrights, patents, designs, and related rights worldwide // Karla C. Shippey
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Nota di bibliografia	Includes bibliographical references (p. 187). Includes web resources.
Nota di contenuto	International Intellectual Property Rights; Introduction; Table of Contents; Chapter 1: Intellectual Property (IP) Basics; Chapter 2: The Role and Value of IP in International Commerce; Chapter 3: Issues Affecting IP Rights Internationally; Chapter 4: Parties to IP Rights, Part I: Owner, Consumer, Authorized User, Licensee, Attorney; Chapter 5: Ensuring the Value of Your IP Rights: At Creation; Chapter 6: Ensuring the Value of Your IP Rights: Protection After Creation; Chapter 7: Parties to IP Rights, Part II: Protection of the Weak and Strong Chapter 8: Ensuring Precise Contractual Protection of IP Rights Chapter 9: Parties to IP Rights, Part III: Finalizing Ownership and Use Rights; Chapter 10: Key Issues Related to IP Rights Internationally; Chapter 11: IP Rights in Multi-National Forums; Chapter 12: Fundamentals in Country Legal Systems: Generalities; Chapter 13: Validity of IP Rights Locally: Specifics; Chapter 14: Acquiring IP Rights: Letters of Instruction; Chapter 15: Acquiring IP Rights: Joint Collaboration Agreement; Chapter 16: Acquiring IP Rights: Work Made for Hire

Agreement

Chapter 17: Protecting IP Rights: Nondisclosure Agreements Chapter 18: Protecting IP Rights: Cease and Desist Letter; Chapter 19: Protecting IP Rights: Settlement Memorandum; Chapter 20: Transferring IP Rights: Assignment Contract; Chapter 21: Transferring IP Rights # 1; Chapter 22: Transferring IP Rights # 2; Chapter 23: Transferring IP Rights # 3; Chapter 24: Glossary; Chapter 25: Resources

Sommario/riassunto

Do you or your company possess copyrights, brands, patents, trademarks, designs, or other related rights? If so, you have great opportunities in the new global marketplace, but you are also at great risk. A Short Course in International Intellectual Prope