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| Altri autori (Persone)  | LebsonScott J<br>AsbellMatthew D                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| Nota di contenuto       | intellectual property operations and implementation for the 21st century corporation; Contents; Preface; Acknowledgments; CHAPTER 1: Conflicts: Causes, Prevention, and Controlling Counterfeiting; In-House Enforcement Strategies on the Internet; Partnering with Outside Legal Counsel; Conclusion; Notes; CHAPTER 2: Electronic Discovery in Intellectual Property Cases; Electronic Discovery Process; Conclusion; Notes; CHAPTER 3: Controlling Patenting Costs; Defining the Objective; Deciding Where to File; Delaying Costs; Alternative Means of Protection; Proper Preparation; Logistics of Filing<br>PCT Formality AdvantagesAvoiding Duplication of Effort; Prosecution Issues; Particular Issues in the United States; Particular Issues in the EPO; Particular Issues in Japan; Pruning the Portfolio; Licenses of Right; Conclusion; Notes; CHAPTER 4: Trademark Costs: Trimming the Sails in Rough Economic Waters; Evaluating and Organizing a Trademark Portfolio; Selecting and Clearing a New Trademark; Filing and Pursuing Trademark Registrations; Using and Enforcing Trademark Rights; Conclusion; Notes; CHAPTER 5: Domain Names; An Overview of the Internet; Domain Names; Conclusion; Notes |

CHAPTER 6: Creating, Perfecting, and Enforcing Security Interests in Intellectual Property  
U.S. Securitization of Intellectual Property;  
Perfection of Security Interests in Trademarks in the United States;  
Perfection of Security Interests in Patents in the United States;  
Perfection of Security Interests in U.S. Copyrights; Perfection of Security Interests in Domain Names; Attempts to Harmonize Perfection Laws in the United States as It Relates to Intellectual Property; Default; International Creation and Perfection of Security Interests; Conclusion; Notes

CHAPTER 7: Strategic and Legal View of Licensing Patents  
Nomenclature; State of the Law; Basic Principles for Licensing; How Does One Go About Licensing Out Patents, and What Are Some Strategic Considerations?; Some Legal Considerations for a Patent Licensor; Strategic and Legal Considerations for a Patent Licensee; Royalty Audits; Conclusion; Notes; CHAPTER 8: Monetizing IP Rights: Licensing In and Out; Grant of Rights; Key Defined Terms; Quality Control; Term and Termination; Confidentiality; Managing Costs: Insurance, Indemnifications, Reps, and Warranties; Conclusion; Notes  
CHAPTER 9: Working with Government  
The Big Picture; Commercial or Noncommercial; Commercial Item; Changes to COTS Using Government Funding; Noncommercial Item; Noncommercial Item Development; Noncommercial Item Development Funding; Noncommercial Item License Rights to the Government; Noncommercial Item Doctrine of Segregability; Noncommercial Item Assertions Table; Marking; Deferred Ordering; Beware the Prototype; Inventions and Patents in Noncommercial Contract Effort; Noncommercial Item Effort Impact; Private Funding and Government Funding; Reuse Prohibitions; Treatment of Subcontractors  
Outsourcing of Government Work

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#### Sommario/riassunto

A practical approach to corporate IP operations and implementation  
Intellectual Property Operations and Implementation helps executives, attorneys, accountants, managers, and owners, understand the legal, technological, economic, and cultural changes that have affected corporate IP ownership and management. Page by page, it provides practical examples and advice from seasoned and enduring professionals who have adopted new and streamlined methods and practices whether as in-house or outside counsel, or service providers. Timely and relevant in view of the substantial

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