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Litigation speeded up.

Sommario/riassunto

The Handbook of European Intellectual Property Management shows companies how to put IP at the heart of their strategy and create value from their patents, trade marks, designs, copyrights and knowledge bases. It also offers practical advice to business support organizations seeking to promote their services to executives and entrepreneurs who may be concerned about IP issues and are unsure of where to turn for guidance. Drawing on a wide range of expertise, the Handbook is a practical and easy-to-follow guide. It reveals how IP contributes to improved competitive performance and to greater value on the balance sheet, and also offers a template of 'best practice' in IP management.