

<<Patents , Copyrights>>

图书基本信息

书名：<<Patents , Copyrights & Trademarks For Dummies , Second Edition 专利、版权与商标傻瓜书，第2版>>

13位ISBN编号：9780470339459

10位ISBN编号：0470339454

出版时间：2008-8

出版时间：For Dummies

作者：Henri J. A. Charmasson, John Buchaca

页数：368

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<Patents , Copyrights>>

内容概要

Want to secure and exploit the intellectual property rights due you or your company? This easy-to-follow guide shows you how — helping you to evaluate your idea's commercial potential, conduct patent and trademark searches, document the invention process, license your IP rights, and comply with international laws. Plus, you get detailed examples of each patent application type!

Discover how to: Avoid application blunders
 Register trademarks and copyrights Meet patent requirements Navigate complex legal issues
 Protect your rights abroad The entire body of U.S. patent laws Example office actions and amendments Sample forms Trademark registration certificates Application worksheets See the CD appendix for details and complete system requirements. Useful tips and step-by-step guidance from filing to issue to license Acquire and protect your share of this major business asset

Want to secure and exploit the intellectual property rights due you or your company? This easy-to-follow guide shows you how — helping you to evaluate your idea's commercial potential, conduct patent and trademark searches, document the invention process, license your IP rights, and comply with international laws. Plus, you get detailed examples of each patent application type!

作者简介： Henri Charmasson is an attorney with a 35-year career in the field of intellectual property (IP) law. He has been a naming adviser to major corporations. Henri is also an inventor with his name on 15 U.S. patents and an entrepreneur who sits on the board of several small business corporations. In his early engineering career, Henri designed computer hardware. Henri has authored several articles and delivered lectures on patent, copyright, trademark and trade secret topics, and written an authoritative treatise about the art of naming companies and branding new products. Born, raised, and educated in sunny Provence, France, he 's found in California the ideal place to exert his enterprising spirit.

作者简介

Henri Charmasson is an attorney with a 35-year career in the field of intellectual property (IP) law. He has been a naming adviser to major corporations. Henri is also an inventor with his name on 15 U.S. patents and an entrepreneur who sits on the board of several small business corporations. In his early engineering career, Henri designed computer hardware. Henri has authored several articles and delivered lectures on patent, copyright, trademark and trade secret topics, and written an authoritative treatise about the art of naming companies and branding new products. Born, raised, and educated in sunny Provence, France, he's found in California the ideal place to exert his enterprising spirit. John Buchaca, also an Intellectual Property law attorney, is a former software engineer and occasional inventor, and has worked with Henri for more than 15 years. Indeed, when Henri wrote the first edition of this book, John regarded himself as the "first dummy." Before becoming a lawyer, he worked in ocean acoustics analysis and modeling and computer programming. His undergraduate degree is in applied mathematics. But his highest claim to fame (according to Henri) is to be married to Henri's daughter and to be the father of two of Henri's grandchildren. He lives in San Diego, California where he is a partner at Charmasson, Buchaca & Leach, LLP, an IP law firm.

书籍目录

IntroductionPart : Corraling Your IP Assets: Intellectual Property Basics Chapter 1: Marshalling Your IP Tools Chapter 2: Fencing In the Herd Chapter 3: Calling in the Cavalry and Picking Up the Tab Chapter 4: Trade Secrets: Often-Overlooked IP ToolsPart : Going for the Gold: Patenting Your Product Chapter 5: Understanding Patents and How They Work Chapter 6: Testing the Patent Water Before You Dive in Chapter 7: Hoping It Ain ' t There: The Patent Search Chapter 8: Preparing Your Patent Application Chapter 9: Filing Your Patent Application Chapter 10: Wrestling with the Patent Examiner Chapter 11: Reeling In the Prize: Getting Your Patent IssuedPart : Asserting Your Copyrights Chapter 12: If It ' s Got Style, You ' ve Got Copyrights Chapter 13: Untangling Ownership Issues Chapter 14: Giving Your Copyright FangsPart : Protecting Your Commerical Identity Chapter 15: Flashing Your Badge Chapter 16: Coining the Next Household Name Chapter 17: Searching for Name Availability Chapter 18: Establishing and Registering Your Commercial IdentifierPart : Making Your IP Rights Work for You Chapter 19: All Abroad: Protecting Your IP Rights in Other Countries Chapter 20: Making ' Em Pay: Licensing Your IP Rights Chapter 21: Catching Them Rustlers (Infringers)Part : The Part of Tens Chapter 22: Ten Most Common IP Misconceptions Chapter 23: Ten Patent Application Pitfalls Chapter 24: Ten Practical Copyright FAQs Chapter 25: The Ten Worst Naming BlundersAppendix: How to Use the CD-ROMIndex

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>