



Entrepreneur's Guide To Patents, Copyrights, Trademarks, Trade Secrets

Gilbert Guide

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Today, virtually all companies, artists, and innovators run the risk of losing their competitive edge-and big money-by not adequately safeguarding their intellectual property. Written by an expert in intellectual property law, this is the first book to address the full range of legal protections available-patents, copyrights, trademarks, trade secrets, and licensing-with innovative information you won't find elsewhere, including:

- € Legal landmines every successful entrepreneur must avoid
- € Business practices that can be protected-but are often overlooked
- € Protecting your intellectual property on the Internet
- € What are your ideas and the rights to them really worth?
- € Why trade secrets are a powerful and under-utilized protection
- € Lessons learned from Amazon.com, Microsoft, and other elite entrepreneurs
- € How even smart, savvy AOL lost exclusive trademarks, including "YOU'VE GOT MAIL!"

The Entrepreneur's Guide to Patents, Copyrights, Trademarks, Trade Secrets and Licensing is the definitive guide for the entrepreneur and innovator who is ready to protect what he or she has created-a

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