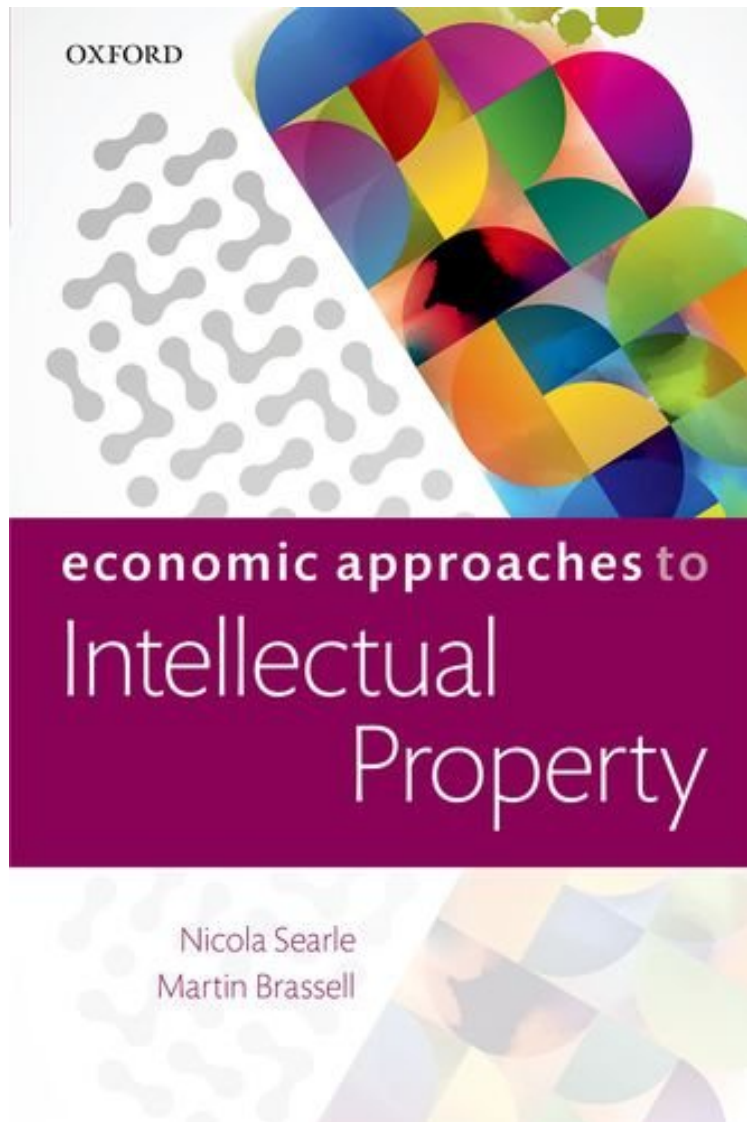


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Intellectual property has traditionally been a matter for the legal professions, but with the shift to evidence-based policy, the global economic upheaval, and the advent of the digital age, intellectual property is increasingly informed

by economic perspectives. This book offers provide a clear and practical guide to economic approaches to intellectual property, written for a legal audience. It introduces basic concepts in economics and finance that inform the law of intellectual property. Topics discussed offer additional perspectives include the economics of innovation, development, crime, law, industrial organization and welfare. Next, it considers the economics of specific intellectual property rights, including copyright, patents, trademarks, trade secrets, geographical indicator and design rights, as well as a section on competition. Finally, a section on applied approaches to the valuation of IP will help readers to understand the use of these topics in practice. This practical guide offers readers a better understanding of economic debates in intellectual property, as well as tools to enhance their ability to critique evidence-based policy.

"Dr. Searle and Mr. Brassell have taken their sweeping subject matter and transformed it into a readable, accessible tour of applicable theories, valuation strategies, and economic motivations that can inform and guide IP practitioners and economists alike." - Alfred C. Frawley (The Trademark Reporter, Vol.106)"Economic Approaches to Intellectual Property, a new book by Nicola Searle and Martin Brassell, deserves a spot of serious attention ... Unsurprisingly, since both its authors are skilled communicators, the book is an enjoyable read. Equal treatment for rights other than patents, short paragraphs, helpful footnotes and a refreshingly up-to-date bibliography enhance the serious reader's experience." - Aistemos"Unlike many texts on the economics of IP, it assumes no prior knowledge of economics and begins with an introduction to economics which explains the basic principles ... The book not only provides a good introduction to the subject, but also is impressive in the breadth of its coverage." - Richard Arnold, The IPKat>About the AuthorNicola Searle, UK Intellectual Property Office, University of St Andrews,Martin Brassell, Chief Executive, FRSA, InngotDr. Nicola Searle is an economist at the Intellectual Property Office who specialises the economics of Intellectual Property and the creative industries. Martin Brassell is co-founder and Chief Executive of Inngot.