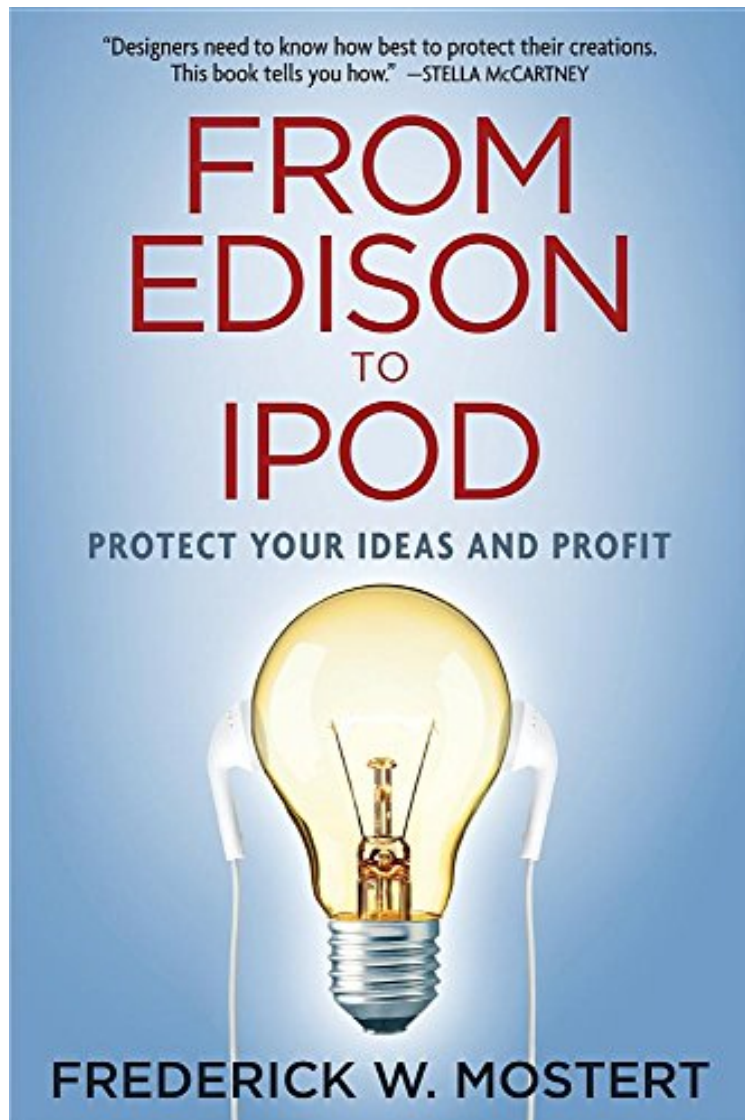


(Download ebook) From Edison to iPod: Protect Your Ideas and Profit

From Edison to iPod: Protect Your Ideas and Profit

Frederick Mostert

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#4342841 in Books 2016-07-14Original language:English 9.21 x .79 x 6.141, 1.21 #File Name:
1909965324290 pages | File size: 23.Mb

Frederick Mostert : From Edison to iPod: Protect Your Ideas and Profit before purchasing it in order to gage whether or not it would be worth my time, and all praised From Edison to iPod: Protect Your Ideas and Profit:

0 of 0 people found the following review helpful. Five StarsBy CustomerIt's a good book, full color, interactive. It arrived earlier than I expected.0 of 0 people found the following review helpful. AccessibleBy TechnoScribeAn easy read with helpful graphics and case studies. They should consider re-releasing it as an e-book so it can be updated if necessary.0 of 0 people found the following review helpful. You won't file a patent tomorrow, but you will have a much better idea of how.By J. SnyderThis was a really great read. The book doesn't lay out a step-by-step method for

filing patents or trademarks, but I think it is a lot more useful than a book like that. The book gives a great detailed look at what each creative protection (patent, trademark, and copyright) can do for you. It does a really good job of explaining the protections, the requirements, and when each is appropriate. It also has a lot of great pointers on how to maximize your benefits and what to do when your rights have been infringed upon. I highly recommend it to somebody who does not know much about these areas and would like to know more. It is a great start into the world of idea protection. A quick read and really easy to understand.

It is time for an intellectual property wake-up call! Think intellectual property doesn't affect you or your business? Think again! As technology changes, intellectual property is affecting more people than ever before. If you have a big idea, you need to know your rights and how to protect them. What are trademarks, copyright, design rights, trade secrets and patents? How do you prove that you were first with your ideas? What can you do if someone copies your ideas? How can you strategically build an intellectual property portfolio? Intellectual property expert, Frederick Mostert, cuts through complicated concepts and presents simple, practical advice so you can understand, exploit and protect your rights and make the most of your ideas. This book will guide you through why, when and how to safeguard your ideas, strengthen your rights and maximise their value. With these straightforward tips you can protect, profit and prosper.

From Publishers Weekly The growth of technology, coupled with the speed at which ideas spread, makes it more important for businesspeople to understand the difference between copyrights, trademarks, trade secrets and related matters, yet few recent books have managed to translate this complex topic into clear guidelines. Mostert and Apolzon fill this need with a chatty, inviting resource for anyone who's interested in protecting a great idea, but isn't sure whether a trademark, copyright, utility or design patent will do the trick. The authors have boiled down their message so well that a single two-page chart serves as a terrific crib sheet for the entire resource. Yet they also spice up their lessons with bold images, fun tidbits (who knew that Jamie Lee Curtis holds a patent?), notes of caution and definitions. This valuable guide for aspiring entrepreneurial thinkers provides overall principles for thinking through the basics of intellectual property (e.g., establish your idea first), while sharing hands-on tips, such as how to make your trademark distinctive yet not too cute. (Mar.) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Designers need to know how best to protect their creations. This book tells you how." -Stella McCartney "...a chatty, inviting resource for anyone who's interested in protecting a great idea, but isn't sure whether a trademark, copyright, utility or design patent will do the trick ...This valuable guide for aspiring entrepreneurial thinkers provides overall principles for thinking through the basics of intellectual property (e.g., establish your idea first), while sharing hands-on tips, such as how to make your trademark distinctive yet not too cute." - Publishers Weekly "This book democratizes intellectual property and makes it accessible for all to use and understand." -- Nelson Mandela "Confucius says 'My education is open to everyone.' I say 'This book makes everyone understand intellectual property.'" -- Jackie Chan About the Author FREDERICK MOSTERT is an internationally acclaimed intellectual property expert. He has assisted designers, chefs, opera singers, computer scientists, architects, corporate finance specialists, doctors, bankers and fitness trainers. He has also counselled celebrities and public figures, including President Mandela, Sylvester Stallone, Stella McCartney, the King of Spain and the Shaolin Monks. He has written widely on the subject of intellectual property and is principal author and editor of the book Famous and Well-known Marks. His writings have been cited in judgements in the High Court in the United Kingdom, the United States Federal Court and in courts in various other countries. He has been inducted into the Intellectual Property Hall of Fame.