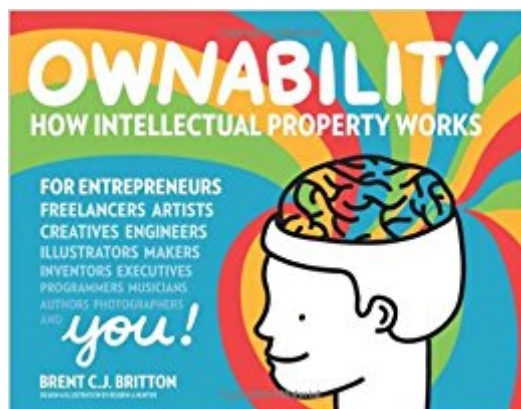


The book was found

Ownability: How Intellectual Property Works



Synopsis

When you create, design, or invent things, the rules of intellectual property (IP) determine who owns your creations and whether or not you can prevent other people from copying them. If you work in a creative or innovative field, you should know enough about IP to make intelligent decisions about your job or business. You should understand the ownability of your own ability. This book provides a working understanding of the four primary forms of IP: patents, copyrights, trademarks, and trade secrets. You will learn what these forms of IP protect, how to obtain them, and how to avoid having them used against you by others. Intellectual property is a complex subject; expertise in the field requires years of study and practice. By necessity, then, I have significantly simplified this material. This book will not prepare you to take the patent bar exam, but it will help you understand how IP can affect your life for better and for worse.

Book Information

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Customer Reviews

Britton is undoubtedly a gifted intellectual property attorney, but it is clear after reading this book that he has completely missed his calling as a professor. You remember that one professor in college who actually managed to get you so excited and stimulated about that incredibly boring subject? Well, this book is like that. Every other book I have seen on the subject of intellectual property put me to sleep. Unlike all of them, Britton doesn't merely define what terms mean - he gives you a practical understanding of what the terms mean from a smart business strategy sense. He conveys *functional knowledge* from his decades of experience as an intellectual property attorney. His approach grounds this otherwise abstract subject in reality, making it easy for anyone to understand and apply in the real world. This is the most user-friendly book on intellectual property I have ever

read and it comes with my highest recommendation.

As an entrepreneur, freelancer, or inventor, you know that in this knowledge economy your intellectual property is your key financial asset. Protecting your intellectual property is akin to putting your money safely in a bank vault. The book, "Ownability," is an imminently practical, yet surprisingly delightful, guide to managing and increasing your intellectual property (IP). Written by Brent C.J. Britton, a Silicon Valley veteran entrepreneur who has been practicing Intellectual Property law for over 15 years, "Ownability" clearly and competently guides the creative spirit through the broad brushstrokes of IP protection as well as many important intricacies. For example, the extent of the originality of the work may be a viable defense against a copyright infringement claim: Take that, sampled-music claims! Such experience is skillfully and dutifully bestowed in this pleasant, readable, "roadmap," of a book. The guide's illustrations in particular bring fun and buoyancy to the thorough, helpful, subject matter. From trademarks and patents, to copyrights and trade secrets, "Ownability" is the creator's handbook for protecting oneself in the exhilarating world of turning ideas into assets and protecting them. It's a must for every creative's bookshelf!

For every creative person in the world today, the question of who owns, and how to own, their own creativity is paramount. Britton's new book demystifies the complex world of intellectual property in a simple, approachable voice that's both comprehensive and soulful. As a card-carrying lawyer and MIT-trained technologist, Britton delivers decades worth of invaluable insights that you'll immediately recognize as good, common sense that can be used on a daily basis. --John Maeda

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