



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

*Gilbert Guide*

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

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## **Entrepreneur's Guide To Patents, Copyrights, Trademarks, Trade Secrets** Gilbert Guide

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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