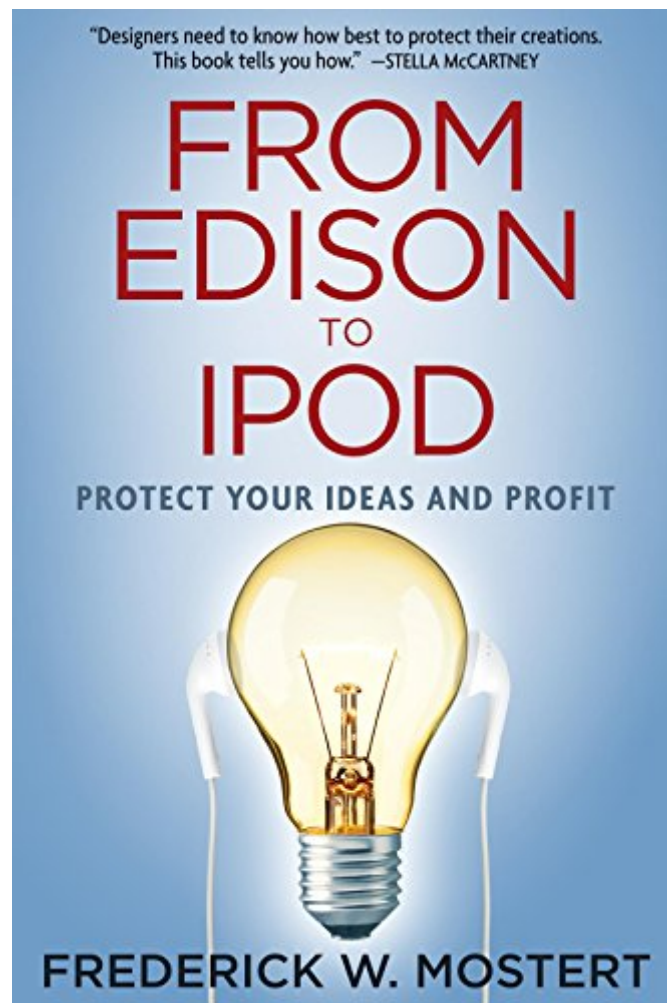




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# From Edison To iPod: Protect Your Ideas And Profit



## Synopsis

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.

## Book Information

File Size: 12565 KB

Print Length: 290 pages

Publisher: Frederick Mostert; 1 edition (August 31, 2016)

Publication Date: August 31, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01LZTFMLU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #747,165 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #43

in Books > Law > Intellectual Property > Patent, Trademark & Copyright > Trademark #59

in Kindle Store > Kindle eBooks > Law > Intellectual Property > Patent, Trademark & Copyright

#116 in Books > Law > Intellectual Property > Patent, Trademark & Copyright > Copyright

## Customer Reviews

It's a good book, full color, interactive. It arrived earlier than I expected.

An 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.

This 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.

When does a great idea turn into a personal fortune? How about when you hit the "send" button? Whether you're a novelist, inventor, a blogger or someone with the best chili in your town, today's technology makes it possible for the innovator toiling away in a kitchen or a garage to become an international marketer. It's also the perfect opportunity for your idea to become someone else's fortune. And that's where Mostert and Apolzon come in. They are two of the world's top intellectual property lawyers and, without a sentence of legalese, they define the major forms of intellectual property, dispel myths and tell you what you can do to register and keep your idea your own. The book is also colorfully illustrated with case histories of how products from Coca-Cola to Velcro became household words and how they stay that way. If you're thinking maybe your recipe or poem or song should be shared with the world, save yourself a lot of aggravation and put this book on your shelf.

I really love this book! It explains in plain English how to protect your creations, whether they are artistic or useful. I sent it to a friend, whose brother invents all sorts of handy little gadgets, and he uses it. I sent it to my mother, who is a painter, and she uses it. I also sent it to a friend who writes how-to manuals, and he uses it! The book is easy to understand, and it's full of wonderful photographs and entertaining examples of the use of trademarks, copyrights, and patents. I never thought learning how to protect my work could be so interesting!

This is a very expert guide in a very accessible form. It has great information in a friendly easy to

access format that is very helpful for clarifying complex issues. I think this is a good tool for anyone who owns their own business or is a marketing professional who deals with intellectual property issues. This makes it easy to understand the difference between trademarks, registered trademarks, copyrights, and various patent types.

I liked this book so much I designed a website around it. Easy to read, very informative, great examples, super content. [ideapalooza.com](http://ideapalooza.com) is the website.

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