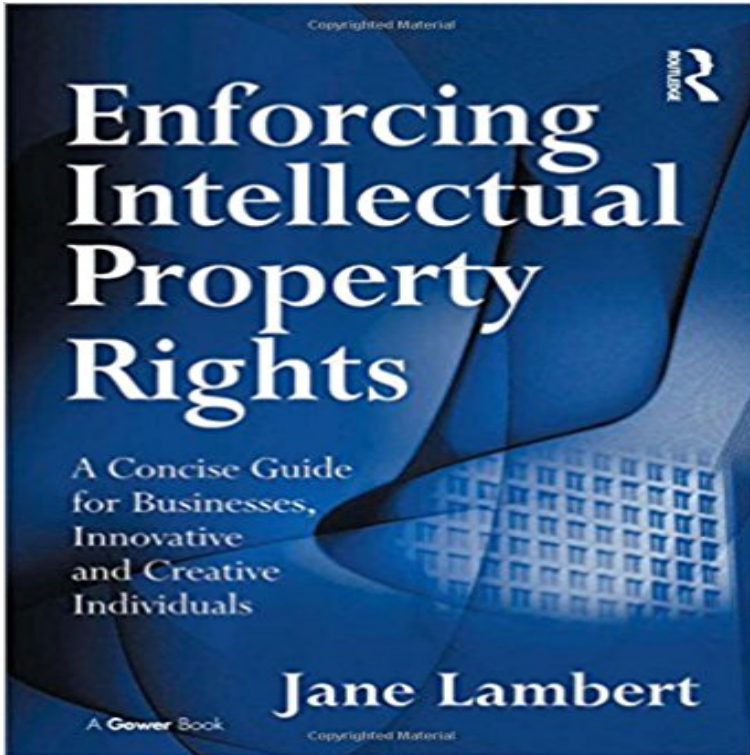


Enforcing Intellectual Property Rights: A Concise Guide for Businesses, Innovative and Creative Individuals



What do you do if ... you need to seek a court order against a former employee who has set up in competition with you, having first helped themselves to your customer database? ... Or if you are deluged with complainants who have bought products they thought were yours, but turn out to have been made from inferior materials and without your knowledge or consent? ... Or if you receive a solicitors letter complaining that a product you are about to launch infringes their clients trade mark or registered design? Jane Lamberts concise and practical guide gives you the knowledge that you need to make crucial decisions to protect your intellectual assets before it is too late. It should be kept close at hand for use in emergencies, just like a first aid manual. Its purpose is to alert you to problems so that you can take the right steps to manage them, in consultation with your professional advisors, before they develop into crises. And, if the worst does happen and you need to go to law, the guide provides you with the information you need to understand the process, the risks and how to prepare effectively. If you are planning an enforcement strategy, looking for the optimum patent or registered trade mark or design protection and to secure the appropriate insurance to make sure you have a fund available to enforce these, then this book is for you. If youre already in hot water, someone with an intellectual property problem who needs to make fast decisions in very little time, then this book is for you too. It could help you avoid the most expensive mistake of your life.

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