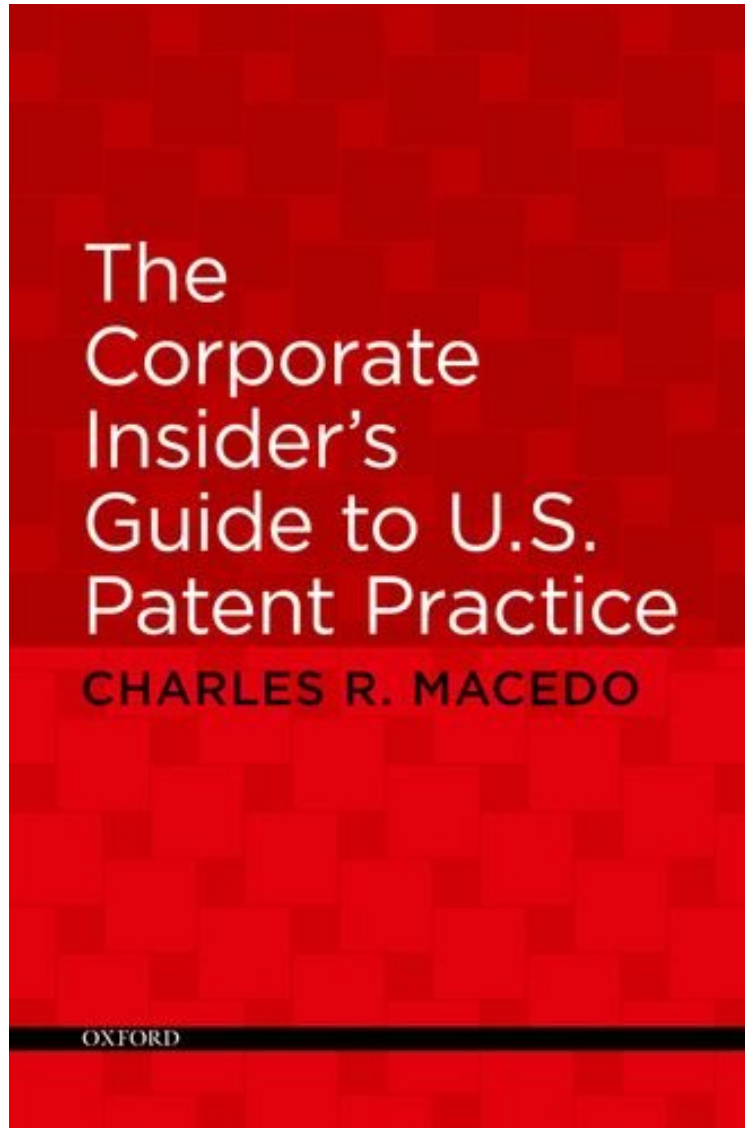


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# The Corporate Insider's Guide to U.S. Patent Practice

*Charles Macedo*

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should come as no surprise that "The Corporate Insider's Guide to U.S. Patent Practice" offers a comprehensive, yet readily understandable overview of the patent game. This book is NOT "Patent It Yourself"; Mr. Macedo's Guide is just THAT, a "guide" which is NOT meant to serve as a substitute for legal advice. That being said, considering the unquestionably high cost of having most any experienced and talented attorney, him or herself, educate you regarding the information this book discloses about the patent process and its inherent benefits/risks, the few-dollar investment in this guide is a BARGAIN not to be missed! I rarely take my own time to write reviews, but the obvious time and effort and care that were devoted to the crafting of this guide prompted me to WANT to let others know of its value.-- J. Glasser Inventor/Pro Se Patent Prosecution 1 of 1 people found the following review helpful. Excellent Understandable Guide By Noorton K. Zvedveik This is an extremely well-written overview of the patenting process. It will be a very useful read for any non-lawyer wishing to set up a patenting program in his or her organization, or an independent inventor wishing to patent his own inventions. In addition, patent attorneys will find it to be a valuable reference to draw on when counselling clients on patenting. 1 of 2 people found the following review helpful. Practical Discussion on Complex Topic By InterestedMacedo communicates very effectively and in simple language on an otherwise dry and complex topic. This book is highly valuable for business minded decision makers seeking to understand the patent process while prioritizing strategic filing components. It is written in plain language, enjoyable to read, and demonstrates Macedo's capabilities by matching plainspoken communication to the intricacies of patent law.

Given the growing importance of patents to businesses both in the United States and abroad, there is a growing demand for a succinct guidebook to serve as a reference for attorneys and "c-level" executives who have not (and most likely will not) be trained as specialists in the patent field. The Corporate Insider's Guide to U.S. Patent Practice meets this need by providing a basic understanding of patent practice in the United States as it relates to both obtaining and enforcing patents. It also provides an overview of patent licensing and related transactions. Written by Charles R. Macedo, a practicing attorney at an elite intellectual property firm, The Corporate Insider's Guide to U.S. Patent Practice offers readers a high-level, practice-oriented approach to patents that never loses sight of the business implications at stake. In short, it teaches what every executive should know in terms of how best to spot patent-related issues effecting both short and long-term organizational goals.

"Charles Macedo has transformed the once alien topic of patents into a clearly written, practical guide for any business manager. Anyone interested in understanding the creation, use, and defense of patents should read this essential book." -Bruce Bent II, Vice Chairman and President Double Rock Corporation "The Corporate Insider's Guide to U.S. Patent Practice is a comprehensive, lucid, and accessible resource for both corporate counsel and their in-house clients." -Michael Bishop, General Counsel ATT Intellectual Property, Inc. "Macedo's clear presentation will be invaluable to any business owner wanting to properly structure the ownership of patents at the time of application, and ultimately to save money and maximize sale proceeds." -R. O'Neal Gray, Founder Rearden Capital Corporation "Is this book worth buying? Let's put it this way: Before I had even finished reading it, I had bought a copy and overnighted it to a client. After I finished it, I bought a second copy for another client." --Herbert R. Schulze The Colorado Lawyer "For the first time, corporate intermediary participants in the US patent system have access to a reference text that is dedicated to addressing their specific needs. The Corporate Insider's Guide to U.S. Patent Practice is precisely what it professes to be, and it should be embraced by corporate insiders everywhere." --Journal of Intellectual Property Law and Practice About the Author Charles R. Macedo is a Partner at Amster, Rothstein Ebenstein, LLP. He specializes in intellectual property issues including litigating patent, trademark, and other intellectual property disputes, prosecuting patents before the U.S. Patent and Trademark Office and other patent offices throughout the world, registering trademarks and service marks with U.S. Patent and Trademark Office and other trademark offices throughout the world, and drafting and negotiating intellectual property agreements. Mr. Macedo graduated from Columbia Law School as a Harlan Fiske Stone Scholar and was the Managing Editor of Columbia Business Law . His writings have been reprinted in numerous textbooks and cited to the U.S. Supreme Court as authority.