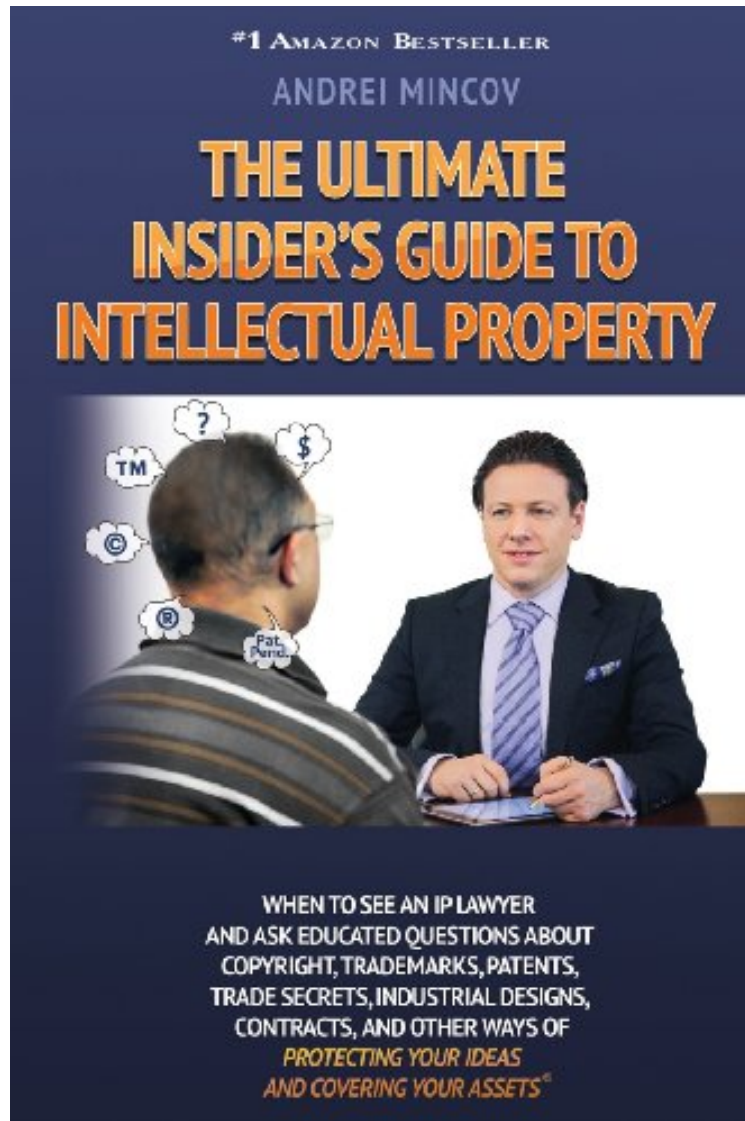


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# The Ultimate Insider's Guide to Intellectual Property: When to See an IP Lawyer and Ask Educated Questions about Copyright, Trademarks, Patents, Trade

Andrei Mincov

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0 of 0 people found the following review helpful. Must read for every business owner!By Vlad and AnitaAs a small-business owner this is the book I wish I had read 5 years ago. I would have avoided some costly mistakes. I would not have needed to re-brand (received a cease-and-desist letter) and change the name of my business (which turned out to be somebody else registered mark!) if had trademarked my business 5 years ago. That mistake cost me close to \$12,000.I stumbled upon the authors website first and from there I learnt (by pure accident) that there is a book about intellectual property written in plain English for business owners like me.I finished reading this book in just a few days. I have a much clearer understanding of what intellectual property really means, and how important it is to protect your brand. After I read this book, I finally understand what the buzz is all about. This book finally put all the puzzles together.I am not sure I can give the link to the authors site, but its easy to find. The author is actually a very cool guy, he even made some cartoons about trademarks! They are easy to watch and very educational.0 of 0 people found the following review helpful. This is a great book. Being a software developerBy ArsenyThis is a great book.Being a software developer, I always had a perception of Intellectual Property as of some ambiguous, equivocal and obscure domain, where you can get into all sorts of troubles in the most unexpected and sudden moment. That's because I had no idea, how this thing works and what's its nature.This book changed my perception dramatically! It's got a great logical structure and the topics are explained really well, with examples. It just nails it!So first of all, the book structures your mind and understanding of IP. Secondly, you can use it as guide later. And finally it saves you lots of money on unnecessary visits of a lawyer (although, it gives you an idea, when you definitely should visit a lawyer). Would highly recommend!

**DON'T LET YOUR COMPETITOR EAT YOUR LUNCH! DISCOVER HOW SUCCESSFUL BUSINESSES USE INTELLECTUAL PROPERTY TO PROTECT THEIR COMPETITIVE ADVANTAGE!** No matter what kind of business you run, no matter how big or small your company or your budget, there are some things you must know about IP. Pretending that you can afford to ignore what intellectual property can do for and to your business won't help you have meaningful conversations with investors, partners, competitors, employees, and lawyers. This book will. **THE ULTIMATE INSIDER'S GUIDE TO INTELLECTUAL PROPERTY** by Andrei Mincov, an IP Lawyer with almost 20 years of experience, will teach you everything you need to know to use intellectual property to build, grow, and protect your successful business. Read this book and discover: **10 BIG SECRETS** about intellectual property and about law in general that will answer most of your questions and "what ifs" **SPECIFIC PRACTICAL TOOLS** to build a meaningful IP strategy for your business **6 MAGIC WORDS** to instantly identify different types of IP and understand how they fit with the general intellectual property framework **A SIMPLE 3-QUESTION TEST** to quickly decide if each of your trademarks is worth registering **ACTIONABLE** step by step instructions, tips and tricks to protect your assets **CONSOLIDATED CHART** of all types of IP that you can use as your reference point **FREE** downloadable supplemental materials With **The Ultimate Insider's Guide To Intellectual Property**, you will avoid the two fundamental mistakes that business owners commonly make: seeing a lawyer when you don't need to-only to waste thousands of dollars to hear what you already know in a language you don't understand; and neglecting to see a lawyer until you can no longer be helped and need to be saved-at which point, it is often too late. **STOP HIDING YOUR HEAD IN THE SAND! READ THIS BOOK!**