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PERPETUAL INNOVATION: INNOVATOR S PRIMER 3.0: THE BASICS ON INTELLECTUAL PROPERTY PROTECTION FOR THE CREATOR AND INVENTOR (PAPERBACK)



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Lulu.com, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Innovator s Primer 3.0 is an overview of Intellectual Property (IP) protection for creative people who write, compose, design and invent. This booklet is a condensed version of the Patent Primer. With so much depending on intellectual property, creators, inventors and entrepreneurs must have a clear understanding of IP tools to improve the chances of profiting from their creative works. Authors, programmers, artists and inventors needs to know how best to protect their creative works before going to market. This Primer offers simple, and often free, techniques that innovators can effectively utilize including: copyrights(c), (R)Trademarks(tm), patents and trade secrets.



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