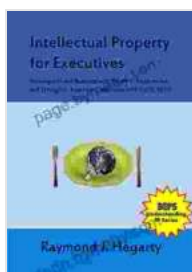


Unlock Global Business Success: Master Patents, Trademarks, and Intangible Assets

In today's competitive global marketplace, intellectual property (IP) is an invaluable asset that can drive innovation, enhance brand reputation, and boost revenue. "Building Global Business with Patents, Trademarks, and Intangible Assets" provides a comprehensive guide to leveraging IP for business growth and success.

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Patents protect inventions and grant exclusive rights to their owners. They play a vital role in preventing competitors from replicating your innovative products or processes, fostering a competitive advantage. The book delves deep into the process of obtaining patents in different jurisdictions, highlighting the importance of filing strategically to maximize protection.



Intellectual Property for Executives: Building a Global Business with Patents, Trademarks and Intangible Assets in Compliance with OECD BEPS (Understanding IP) by Raymond J. Hegarty

★★★★☆ 4.3 out of 5

Language : English
File size : 812 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 102 pages
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Building Brand Recognition with Trademarks

Trademarks protect distinctive signs, such as logos, brand names, and slogans, that help identify your business and differentiate it from competitors. Registering trademarks provides legal protection against

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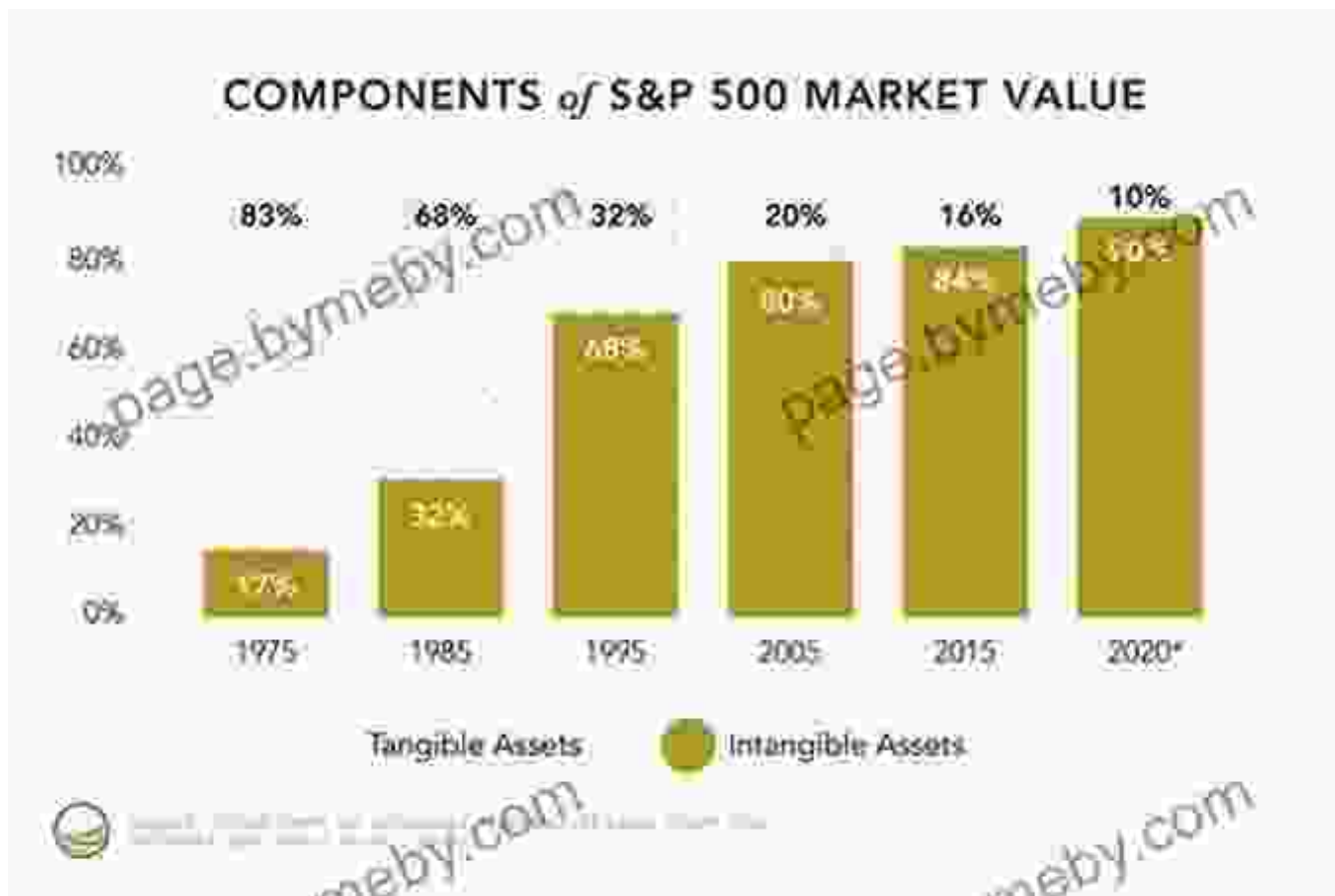


Trademarks create a unique brand identity and protect against infringement.

Harnessing the Power of Intangible Assets

Intangible assets, such as patents, trademarks, and copyrights, represent a significant portion of a company's value. Understanding how to manage and value these assets is crucial for financial reporting and strategic decision-making. The book provides practical tools and methods for valuing

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Case Studies and International Perspectives

To provide real-world insights, the book presents case studies of successful businesses that have leveraged IP to achieve global success. These case studies demonstrate the practical application of patent, trademark, and intangible asset strategies, offering invaluable lessons for readers.

Additionally, the book provides a global perspective by exploring IP laws and practices in various jurisdictions, highlighting the importance of understanding legal frameworks when expanding business internationally.

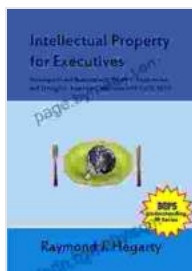
Target Audience

This comprehensive guide is designed for business owners, entrepreneurs, IP professionals, legal practitioners, and anyone seeking to gain a deep understanding of how to use patents, trademarks, and intangible assets to drive global business growth. Whether you are starting a new venture or looking to expand your existing business, this book will provide you with the knowledge and tools necessary to succeed.

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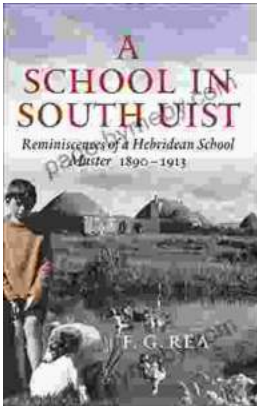
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