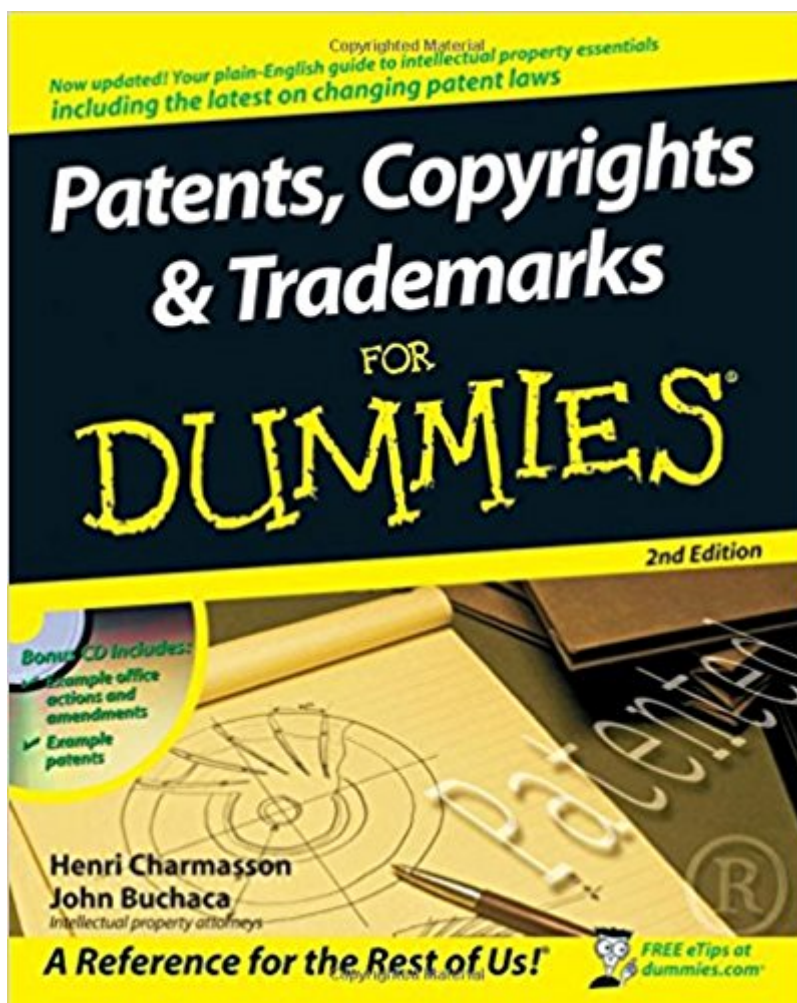


The book was found

Patents, Copyrights And Trademarks For Dummies



Synopsis

Useful tips and step-by-step guidance from filing to issue to license Acquire and protect your share of this major business asset Want to secure and exploit the intellectual property rights due you or your company? This easy-to-follow guide shows you how – helping you to evaluate your idea’s commercial potential, conduct patent and trademark searches, document the invention process, license your IP rights, and comply with international laws. Plus, you get detailed examples of each patent application type! Discover how to: Avoid application blunders Register trademarks and copyrights Meet patent requirements Navigate complex legal issues Protect your rights abroad The entire body of U.S. patent laws Example office actions and amendments Sample forms Trademark registration certificates Application worksheets See the CD appendix for details and complete system requirements. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

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Customer Reviews

Useful tips and step-by-step guidance from filing to issue to license Acquire and protect your share of this major business asset Want to secure and exploit the intellectual property rights due you or your company? This easy-to-follow guide shows you how – helping you to evaluate your idea’s commercial potential, conduct patent and trademark searches, document the invention process, license your IP rights, and comply with international laws. Plus, you get detailed examples of each patent application type! Discover how to: Avoid application blunders Register trademarks and copyrights Meet patent requirements Navigate complex legal issues Protect your rights abroad The entire body of U.S. patent laws Example office actions and amendments Sample

forms Trademark registration certificates Application worksheets See the CD appendix for details and complete system requirements.

Henri Charmasson is an attorney with a 35-year career in the field of intellectual property (IP) law. He has been a naming adviser to major corporations. Henri is also an inventor with his name on 15 U.S. patents and an entrepreneur who sits on the board of several small business corporations. In his early engineering career, Henri designed computer hardware. Henri has authored several articles and delivered lectures on patent, copyright, trademark and trade secret topics, and written an authoritative treatise about the art of naming companies and branding new products. Born, raised, and educated in sunny Provence, France, he found in California the ideal place to exert his enterprising spirit. John Buchaca, also an Intellectual Property law attorney, is a former software engineer and occasional inventor, and has worked with Henri for more than 15 years. Indeed, when Henri wrote the first edition of this book, John regarded himself as the "first dummy." Before becoming a lawyer, he worked in ocean acoustics analysis and modeling and computer programming. His undergraduate degree is in applied mathematics. But his highest claim to fame (according to Henri) is to be married to Henri's daughter and to be the father of two of Henri's grandchildren. He lives in San Diego, California where he is a partner at Charmasson, Buchaca & Leach, LLP, an IP law firm.

One reviewer said there was not enough given information and the book was a lead to lawyer services. That is not true, the book is worth the time for many serious business owners or product producers. I am a playwright and needed to know more about copyrights for my books and trademark for my author signifier. I think the best time to read this book is before you produce, sign, or pretty much leave your stoop into the business world. This book has many vivid examples. I may assume under free speech one does not need permission from all these companies to talk about the nature of their very names. The book gives a lot of examples you will remember for the safety of preserving your IP, whatever it may be. I wish the book could be longer, I think there is more to wring out, maybe more examples and explications of legal steps in laymen's terms. Speaking of laymen's terms, this book is hilarious. Here are some quotes I highlighted on my tablet. "When you misuse your teddy bear to beat your little sister, your mom confiscates the bear. The rules haven't changed with regard to IP rights." "A milk route customer list is no trade secret if all your competitor has to do is follow your truck." "Bob, fix me a cup of coffee. And while you're at it, write me a computer program." "We

hardly can believe it. The Copyright Office is entering the digital era "though very slowly." This was a fun book for the slightly unfun philosophy fencing of idea ownership. Thank you, Dummies, and author Buchaca. Au revoir, Mr. Bohemian

I knew I would probably need a lawyer to pursue a utility patent, and I wanted to be at least a little educated before I went to find one. Excellent source for describing the processes involved in obtaining IP protections for the completely ignorant, such as myself. I also believe that with the knowledge I gained from this book, I should be able to pursue the other IP protections I might desire, on my own. Maybe I'm just too picky, but the use of personal pronouns were distracting to me, Instead of using he/she his/her etc, why not just use they/them?

This book is made for the young entrepreneur (or any beginner) who is interested in learning about do's and don't's when applying for patents. It also provides huge depth in understanding how copyrights and trademarks can be used to further assist you if patents are too expensive for your needs. This book provides realistic figures to expect when patenting or using one of the other alternatives. It even covers foreign patenting as well. Overall, I think this makes for an excellent reference book whenever you start to think about starting a business or creating a product. Keep in mind that this book does not really tell you about how to go about marketing your product. It is specialized in explaining what patents, copyrights, and trademarks are, and how to utilize them to protect your IP.

A useful guide. Perhaps not quite dummy enough, but a useful resource nevertheless.

If you are in business for yourself, this is one book you definitely want to get. Knowing what you can and can't do in terms of protecting your identity, or not infringing on someone else's, goes a long way to prevent you from investing a lot of time building a reputation around a name, only to have to change it midstream. Beyond that, developing a name you can trademark is one of the ways you can create a "monopoly" in a certain area. Sure others can compete in the same type of business, but hey, the alphabet and dictionary are limited; there are only so many options available to perfectly describe what it is that you are trying to do. Sometimes there is just one best word that describes it. Why not search for one of those best words when you are dreaming up your next venture. You also want to know how to search to determine if anyone else is already using it in one of the other states. This book shows you how to do that search. I do not have any products that need

patenting, but the copyright and trademark sections were well written, and worth 20 times the price of the book. Highly recommended.

This book gave me the general info I needed to do it on my own.

Thank you, AAA+++

Wow! A truly useful book which helped me navigate the U.S.P.T.O website with much more confidence. The CD in the back of the book has a treasure full of great files, forms, and documents to guide one to an eventual patent. Finding other helpful resources on patents, copyrights, and trademarks is also in this book. I recommend this publication to anyone who wants to learn how the patenting process really works. Thanks to Henri Charmasson and John Buchaca for such an amazing job in compiling this book. Kudos!!!

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