DESCRIPTION

The definitive primer on intellectual property for business professionals, non-IP attorneys, entrepreneurs, and inventors

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• Offers an introduction to IP licensing and enforcement

• Now features discussion of critical precedent-setting recent IP cases and proposed patent reform

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ABOUT THE AUTHOR

ALEXANDER I. POLTORAK is the founder, Chairman, and CEO of General Patent Corporation (GPC), an intellectual property (IP) firm focusing on intellectual property strategy and valuation, IP licensing, and enforcement.


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