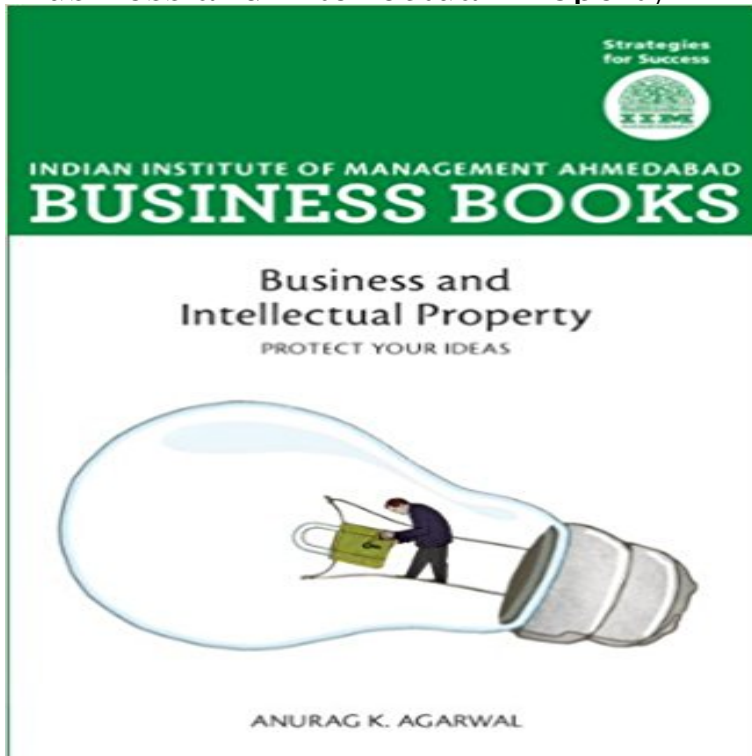


## Business and Intellectual Property



Business and Intellectual Property reflects on the future of Intellectual Property (IP) in the age of new media and shows how in a rapidly changing business field managers and decision-makers need to be more perceptive, agile, and vigilant than ever before. Drawing on contemporary business affairs and strategies, it explores the nature and scope of IP and the evolution of national laws and global agreements like the TRIPs to protect it. It also explores measures (use of patents, copyright, and trademarks) used by some of the biggest brands Coke, MGM, 20th Century Fox, Microsoft, Harrods, Maruti, Tata to manage disputes and protect themselves. Accessible, clear, and using a wide range of case studies, Business and Intellectual Property gives an excellent overview of a subject that is becoming a key aspect of many businesses today. The IIM Ahmedabad Business Books bring key issues in management and business to a general audience. With a wealth of information and illustrations from contemporary Indian businesses, these non-academic and user-friendly books from the faculty of IIM Ahmedabad are essential corporate reading.

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property. One of the first questions **Protect Your Ideas** An enterprises assets may be broadly divided into two categories: physical assets - including buildings, machinery, financial assets and infrastructure - and **Business and IP Centre - The British Library** In an effort to improve service delivery and ensure the effective administration of business and intellectual property rights (IPRs) registration, the Business and **Intellectual Property Law The U.S. Small Business Administration** Intellectual property (IP) refers to creations of the mind, such as inventions literary and artistic works designs and symbols, names and images used in **IP for Business - WIPO** Jan 11, 2017 Know what is intellectual property and how you can protect your Registering a business name does not give you proprietary rights for the use **Types of intellectual property** If identified and used correctly, intellectual property (IP) can be a small businesss most valuable asset. There are two basic types of IP registered and **Intellectual Property for Business - WIPO none** Definition: The ownership of ideas. Unlike tangible assets to your business such as computers or your office, intellectual property is a collection of ideas and concepts. . There are only three ways to protect intellectual property in the United States: through the use patents, trademarks or copyrights. **why is intellectual property relevant to business? - WIPO** Oct 27, 2015 Intellectual property (IP) represents creations of the mind or intellect that can be legally Protecting it is vital to the success of your business. **Why you need to protect your Intellectual Property - The British Library** A business plan is a mechanism to ensure that the resources or assets of a business are Why should intellectual property be integrated in your business plan? **Intellectual property Small Business** Jul 26, 2016 Intellectual Property Rights (IPR) Basics Certainly any small business that exports its IP protected products abroad or sources its products or **Intellectual property and your work: What intellectual property is** WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO). SMALL AND MEDIUM-SIZED INTELLECTUAL PROPERTY AS A BUSINESS ASSET . **Intellectual Property - Entrepreneur** Aug 5, 2009 The two most precious resources for any small-business owner are time and money. Thats why when the subject of intellectual property comes **Intellectual Property - Entrepreneur** Welcome to the Intellectual Property Center, providing information and resources to help businesses protect their own intellectual property and avoid infringing **Why Should Small Businesses Protect Their Intellectual Property** Aug 31, 2015 How to protect your business from intellectual property theft. Protecting IP can be a huge commercial advantage, but it is expensive. Here are **Practical IP Issues in Developing a Business Plan - WIPO** The steps involved in filing for patents, trademarks or copyrights are covered in this section, along with additional resources that can help you safeguard your intellectual properties, such as having employees or vendors sign non-disclosure agreements. **Intellectual Property for business - Intellectual Property as a Business Asset - WIPO** Intelligence About Hong Kong Hong Kong as Asia?s IP Marketplace Success Stories Asia IP Exchange References Hong Kong Means Business **IP and Business: Managing IP as a Set of Business Assets - WIPO** Having the right type of intellectual property protection helps you to stop people stealing or copying: the names of your products or brands your inventions the **Intellectual property and business plans IPR Helpdesk** As a business owner, you should consider formally identifying your IP assets as part of your strategic planning. Learn more about what intellectual property is

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