

Contents

Foreword to the Second Edition	vii
Foreword to the First Edition	xi
Preface	xv
Author's Note	xix
Acknowledgments	xxi
About the Authors	xxiii
Introduction: Setting the Stage	xxv
1 The Big Three: Patents, Trademarks, and Copyrights	1
2 The Supporting Players: Other Types of IP—Trade Secrets and Know-How, Masks, Works, and Noncompetition and Nondisclosure Agreements	34
3 Protecting the Fruits of Your Research and Development	47
4 Know What You Have (IP Audit) and What the Other Guy Has (Competitive Intelligence)	54
5 What Is It Worth? Putting a Value on Intellectual Property	70

6	Make More Money by Sharing (Licensing)	83
7	Corporate Officers and Directors Beware: You Can Be Liable for Mismanaging Intellectual Property	92
8	Enforcing Your Rights	104
9	The Fundamental Things Apply, As Time Goes By: Intellectual Property in Cyberspace	167
10	The Patent Portfolio and Its Effect on Stock Price	180
11	How the Courts Have Changed the Patent Law	185
12	Patent Reform	209
	Appendixes	
	Appendix A: Trademark and Service Mark Application	223
	Appendix B: Copyright Application	231
	Appendix C: Confidentiality and Nondisclosure Agreement	239
	Appendix D: Invention Assignment Form	242
	Appendix E: Basic IP Audit Questionnaire	247
	Appendix F: Patent Valuation	249
	Appendix G: Invention Disclosure Form	270
	Appendix H: License Agreements	272
	Bibliography	286
	Further Reading	287
	Index	289