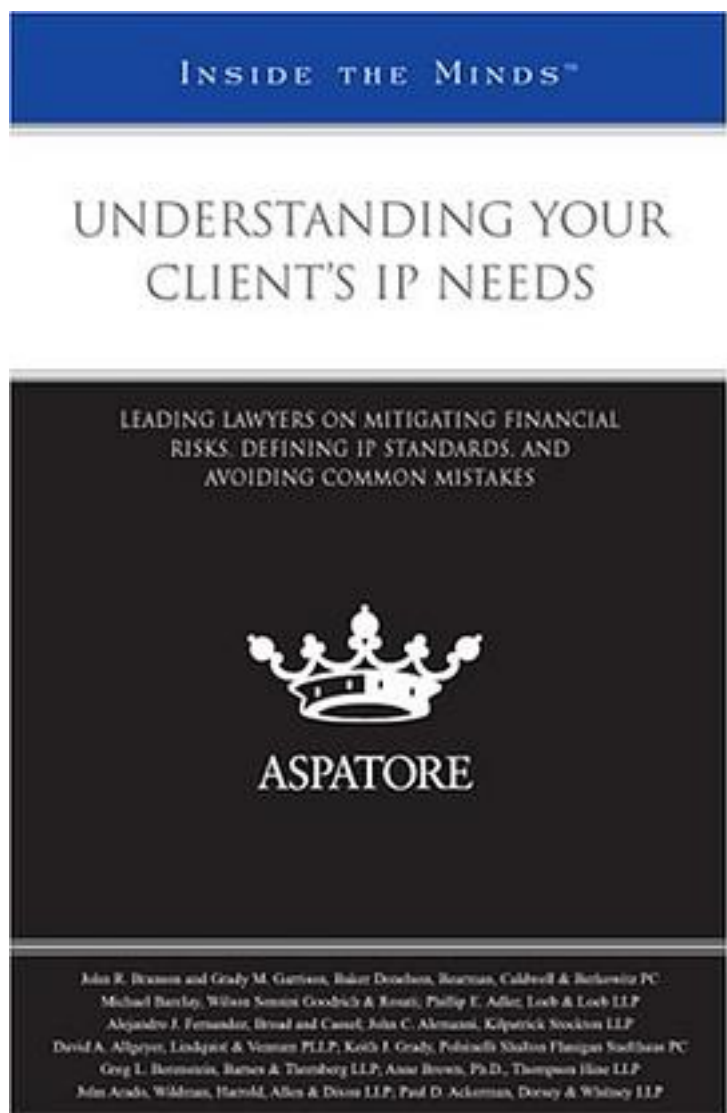


Understanding Your Client's IP Needs



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Understanding Your Clients IP Needs is an authoritative, insiders perspective on best practices for evaluating and executing your clients intellectual property needs. Featuring partners and chairs from some of the nations leading law firms, these experts guide the reader through performing formal/informal legal reviews, establishing legal defenses, and assessing financial risks. From evaluating challenges for legal compliance to understanding auditing procedures, these leaders offer expertise on identifying standards for obtaining protection, handling IP litigation, and working with state, federal, and global agencies. These top experts offer a clear assessment of all IP components involving patents, copyrights, trademarks, and trade secrets. Additionally, these top lawyers give tips for understanding the roles of key players, maximizing the use of key experts, and maintaining IP protection. Finally, these experts look at monitoring IP trends, forecasting marketing issues, and avoiding common mistakes. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to navigating an increasingly-enforced area of law.

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