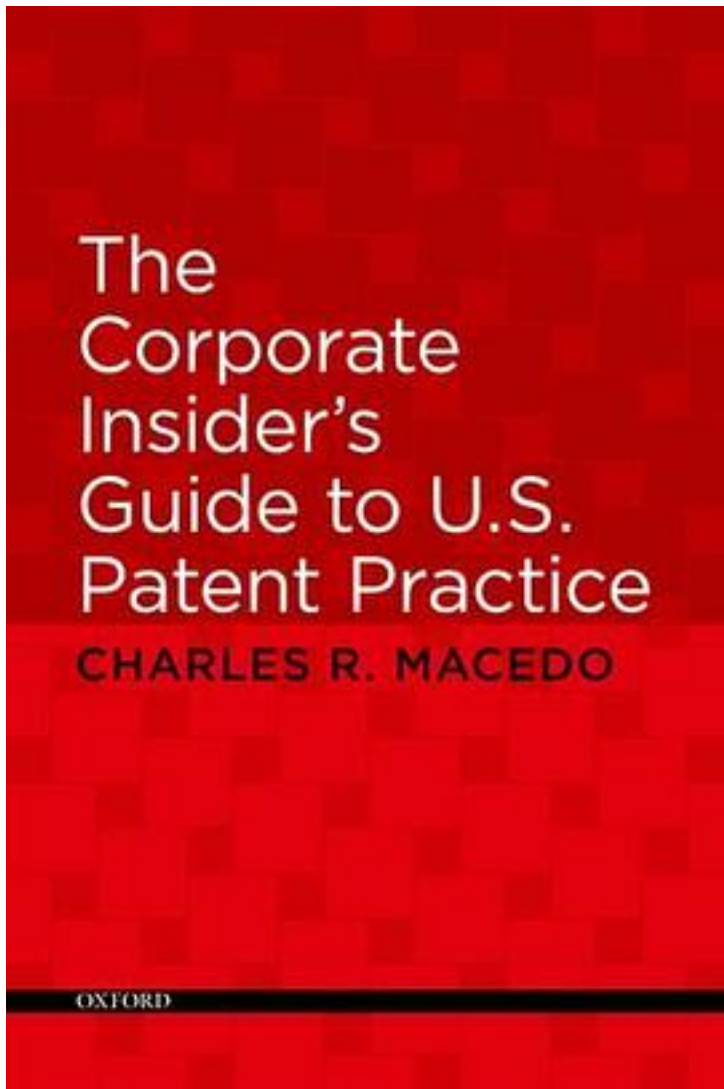


The Corporate Insider's Guide to U.S. Patent Practice



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Given the growing importance of patents to businesses both in the United States and abroad, there is a growing demand for a succinct guidebook to serve as a reference for attorneys and "c-level" executives who have not (and most likely will not) be trained as specialists in the patent field. The Corporate Insider's Guide to U.S. Patent Practice meets this need by providing a basic understanding of patent practice in the United States as it relates to both obtaining and enforcing patents. It also provides an overview of patent licensing and related transactions. Written by Charles R. Macedo, a practicing attorney at an elite intellectual property firm, The Corporate Insider's Guide to U.S. Patent Practice offers readers a high-level, practice-oriented approach to patents that never loses sight of the business implications at stake. In short, it teaches what every executive should know in terms of how best to spot patent-related issues effecting both short and long-term organizational goals.

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