



Entrepreneur's Guide To Patents, Copyrights, Trademarks, Trade Secrets

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- € Legal landmines every successful entrepreneur must avoid
- € Business practices that can be protected-but are often overlooked
- € Protecting your intellectual property on the Internet
- € What are your ideas and the rights to them really worth?
- € Why trade secrets are a powerful and under-utilized protection
- € Lessons learned from Amazon.com, Microsoft, and other elite entrepreneurs
- € How even smart, savvy AOL lost exclusive trademarks, including "YOU'VE GOT MAIL!"

The Entrepreneur's Guide to Patents, Copyrights, Trademarks, Trade Secrets and Licensing is the definitive guide for the entrepreneur and innovator who is ready to protect what he or she has created-a

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