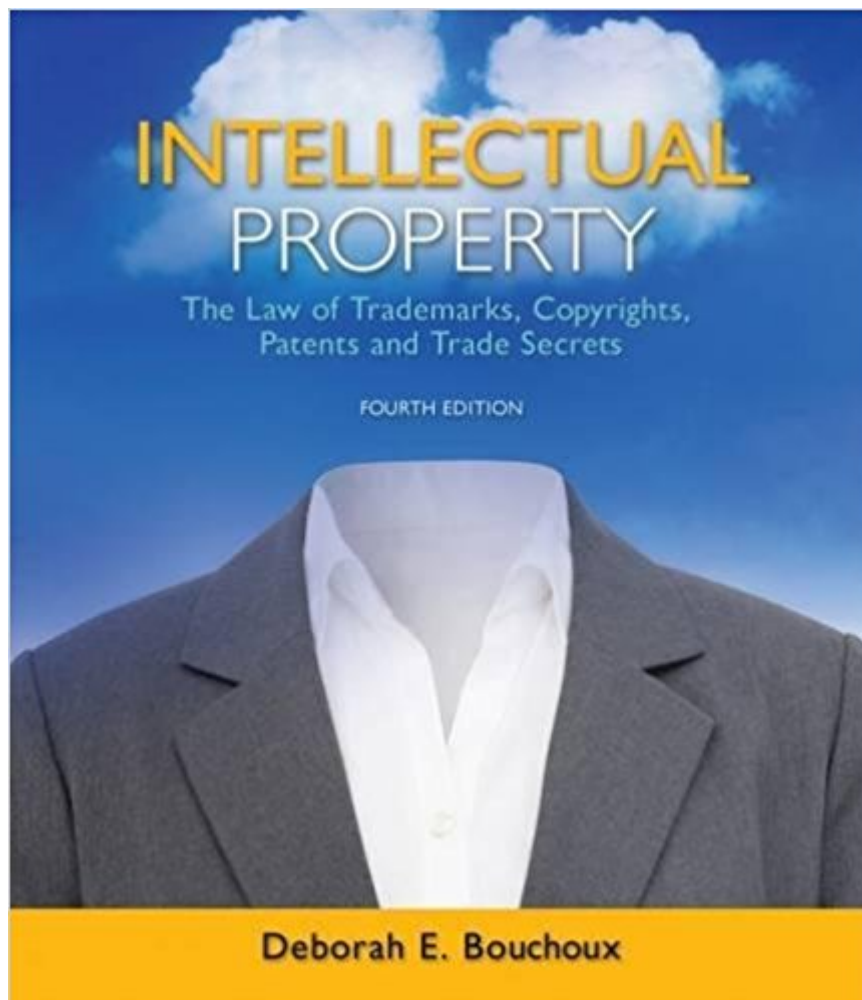




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# Intellectual Property: The Law Of Trademarks, Copyrights, Patents, And Trade Secrets



## Synopsis

INTELLECTUAL PROPERTY: THE LAW OF TRADEMARKS, COPYRIGHTS, PATENTS, AND TRADE SECRETS, Fourth Edition, is a thorough guide to the four fields of intellectual property law: trademarks, copyrights, patents, and trade secrets. This comprehensive, yet reader-friendly book helps you master the complexities of modern intellectual property law, including topics such as registration procedures, duration of rights, protection from infringement, current concerns in each field, and international trends and developments. Now updated in a new Fourth Edition, this wide-ranging book features coverage of cutting-edge issues such as technological innovations, intellectual property in the digital age, the role of the Internet, and evolving business law. In addition to an in-depth overview of each field, the book features abundant practical material, such as sample agreements, forms, checklists of paralegal tasks, charts, citations, statutes, realistic case studies, excerpts of real cases, and interesting trivia to capture your interest and provide valuable insights into real-world paralegal practice. Additional useful features include references to intellectual property websites, questions to encourage targeted Internet research, Case Illustrations, Case Study and Activities, Role of Paralegal element, and "Ethics Edge" boxes that explore ethical issues related to chapter content.

## Book Information

Paperback: 576 pages

Publisher: Delmar Cengage Learning; 4 edition (March 5, 2012)

Language: English

ISBN-10: 1111648573

ISBN-13: 978-1111648572

Product Dimensions: 0.8 x 7.8 x 8.8 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 36 customer reviews

Best Sellers Rank: #210,972 in Books (See Top 100 in Books) #90 in Books > Law > Intellectual Property #113 in Books > Law > Legal Education > Legal Profession #118 in Books > Law > Law Practice > Paralegals & Paralegalism

## Customer Reviews

"The end-of-chapter resources are excellent." "Students enjoy reading the Trivia boxes, and the Case Illustrations give students exposure to court opinions and pique their interest to read the entire opinion." "This text has been very popular with instructors and students because the author has

done such a good job of covering all of the major topics in IP in a readable, yet thorough, manner. The balance of theoretical and practical is perfect, given the survey nature of the text."

Deborah E. Bouchoux, J.D., is an adjunct faculty member of Georgetown University, where she teaches a variety of topics in the Paralegal Studies Program and serves on the program's advisory board. She is a summa cum laude graduate of Santa Clara University School of Law and a member of the State Bar of California (inactive) and District of Columbia Bar (active). She has taught in a number of paralegal programs, including the University of San Diego Paralegal Program and the Paralegal Studies Program at George Washington University. She is the author of eleven textbooks and several articles in national and local paralegal publications.

The audience for this book is Paralegals, and the book is ideal for that audience, plus many others for self study as well as thorough refresher reviews for the bar. The author leaves no stone unturned on the coverage front (100%), and on the currency - recency front gets a B+. Coverage of things as current as domain name protection and orphan drugs is thorough and up to date, but the author does not go in depth on the 2011 America Invents Act. I thought the online appendices might, but the online piece is still a nightmare (hopefully to be corrected soon?). Why a nightmare? Because when you go to the book's site (delmar - cengage), it's mostly ads for paralegal courses and other products. When you finally, after numerous clicks (try putting the author's name in the search box) get to the right site, you will get to the book's page, and then click student resources on the right, it takes you to purchasable flashcards and e resources IF you bought the book there. Don't confuse THIS book's online experience with the author's web recommendations, however-- she gives awesome and up to date internet resources (all are current and easy to access with very few dead links) WITHIN each chapter. You've probably read about the Chinese hacking our IP-- well, the author shows how to do so legally, for example (p. 256) how to search the copyright office's records. If you have a data mining program like Smartlogic's Semaphore, R - Rattle, or Carrot2, you'll be able to surf the heck out of many government offices with this book's help and numerous, current online resources and addresses. For reference, I'm the VP of Technology for PayRoy dot com -- our job IS to search patent, copyright, trademark and many other IP databases both public and private. From that perspective, this book is FULL of very important PRACTICAL tips, and ideal for self study. On the other hand, it is not the law school 1,200 page Smith vs. USPTO judicial review text that will teach you detailed IP law. Most of those texts refer you to Lexis Nexis for details anyway, as does this fine text. I was one of the original authors of the Orphan Drug Act, for example, and was tickled

pink that the act was covered in some detail, which it's not in some "big" \$600 "law school" IP texts! Don't get me wrong, there are numerous fine and fun case studies peppered throughout all the chapters, and in this edition they are really current. None of the headings stuff tells you that this is the 4th edition either (at this writing, it just says Edition:Paperback) -- so if you do buy this from an vendor or Warehouse Deals used (this is pricey but worth it), be SURE you're getting the most recent edition! Note to MY customers (Engineers and their IP Attorneys): YES, she DOES cover circuits and semiconductors in detail, amazing! Library Picks always buys the books we review and we have nothing to do with , the authors or publishers-- we review solely for the benefit of shoppers and Librarian purchasers.

OK, it covers the basics in a fairly easy-to-read format and moves right along. It is a well-designed, reader-friendly book, but a bit repetitive. The same statements appear in the intro, in the middle, and in the end summary of each chapter. I take off one star simply for cost. No way is this intro-level material worth over 100 bucks. This is a \$20 book in gold plating. Another star off for quite a number of spelling errors and other typos and goofs (repeated sentence/para fragment, etc.) that should have been caught in proofreading. Hard to believe these are still being carried along in the THIRD EDITION. These little glitches don't interfere with the usefulness of the book, but given the price, they owe us a PERFECTLY PROOFED text. Everybody else gets it right--why can't this team? And, a working paralegal who made these types of errors could be fired. It's ironic and silly for the book to contain such goofs.

Book is indepth and does a good job of covering all aspects of IP law as an introductory book. Issue is the rental time. 3 months!!! What school semester is 3 months?? I know this is a publisher license, but this is ridiculous. (Ordered in Aug, had to extend rental in November to get me to finals in Dec).

I didn't find many issues with the book and it was much cheaper than going to the student bookstore. There were absolutely no pen, pencil, or highlighting marks! There was a coffee cup stain on one of the first few pages and a large thumbprint stain near the middle of the book. However, these are not major blemishes and I can still read the text perfectly fine.

GREAT book, very informative. Helps me in class and with my new job as an intellectual law paralegal. :)

This was used as a textbook and I thought it covered the IP topics thoroughly. The book needs to be updated as the USPTO regularly updates its own website frequently.

I took an Intellectual Property course for my Paralegal Certificate, and this was the required text. At first, I felt I was a little in over my head with the content, but I found it really interesting, and would love to someday get into IP law. Some of the cases are really interesting, and some amusing (Pepsico case!). I pulled the entire text of some cases from West to read them for a better understanding. Even if your goal is not IP law, this was an interesting book, and the organization was good.

This book explains IP law very well. It is comprehensive. It is well written and easy to understand. While it is thorough and often complex because IP law is complex. It is NOT full of legal jargon that serves no purpose.

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