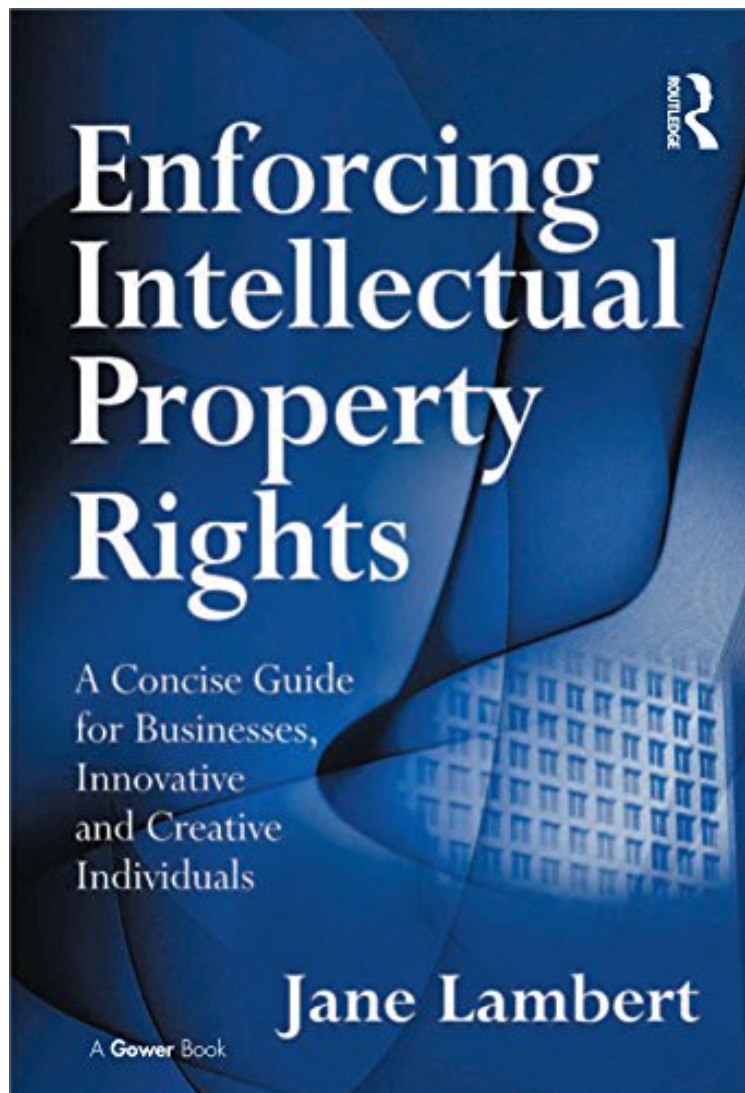


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## Enforcing Intellectual Property Rights: A Concise Guide for Businesses, Innovative and Creative Individuals

Jane Lambert

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**Jane Lambert : Enforcing Intellectual Property Rights: A Concise Guide for Businesses, Innovative and Creative Individuals** before purchasing it in order to gage whether or not it would be worth my time, and all praised Enforcing Intellectual Property Rights: A Concise Guide for Businesses, Innovative and Creative Individuals:

What do you do if ... you need to seek a court order against a former employee who has set up in competition with

you, having first helped themselves to your customer database? ... Or if you are deluged with complainants who have bought products they thought were yours, but turn out to have been made from inferior materials and without your knowledge or consent? ... Or if you receive a solicitor's letter complaining that a product you are about to launch infringes their client's trade mark or registered design? Jane Lambert's concise and practical guide gives you the knowledge that you need to make crucial decisions to protect your intellectual assets before it is too late. It should be kept close at hand for use in emergencies, just like a first aid manual. Its purpose is to alert you to problems so that you can take the right steps to manage them, in consultation with your professional advisors, before they develop into crises. And, if the worst does happen and you need to go to law, the guide provides you with the information you need to understand the process, the risks and how to prepare effectively. If you are planning an enforcement strategy, looking for the optimum patent or registered trade mark or design protection and to secure the appropriate insurance to make sure you have a fund available to enforce these, then this book is for you. If you're already in hot water, someone with an intellectual property problem who needs to make fast decisions in very little time, then this book is for you too. It could help you avoid the most expensive mistake of your life.

'...This is a sane, humane, and very readable account of a very complex set of issues. Anyone contemplating an entry into this arena would do very well to prepare themselves by taking her advice.' - Roy Johnson, Mantex.co.uk 'it does a great deal towards demystifying the legal and intellectual property professions and their procedures. The advice is robust, pragmatic and sound...' Catherine Colston, Law School, University of Strathclyde  
About the Author  
For more than 11 years Jane Lambert, Founder and Head of Chambers at NIPC Law, has supplied high quality specialist intellectual property services to small businesses and individuals. A practising barrister specializing in IP and technology for many years, Jane established NIPC, the first specialist IP chambers outside London. Her book distils experience gained from working with local patent clinics, inventors' clubs and business advisors as well as with leading patent attorneys and lawyers from around the world.