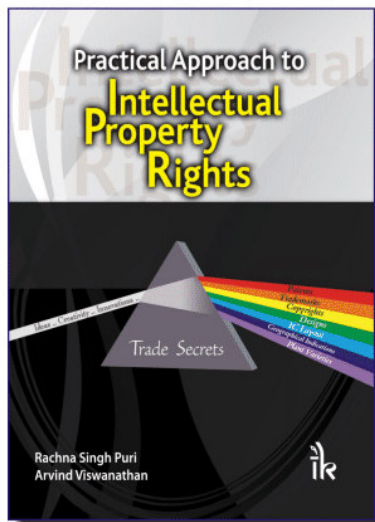


Just Published

Practical Approach to Intellectual Property Rights

Rachna Singh Puri • Arvind Viswanathan



© 2009 Hardcover 192pp Size: 18cm x 24cm
ISBN: 978-93-80026-69-5 Price: Rs.325.00

14. Patent Draft
 15. Filing Patent Applications
 16. Patent Prosecution
 17. Search and Analysis of Patent Literature
 18. Case Laws and their Significance
 19. IPR Strategy and IPR Policy
 20. Further Reading
- Index*

Shelving: Management

Audience: Students, Research Professional,
IPR Professional, Management.

This book covers key aspects of intellectual property rights (IPR) from the perspective of an intellectual property owner of a creation and for beginners in the IPR Profession. It is designed to give the reader a complete picture of all the different forms of intellectual property. To that end, the book is designed in such a way that it starts from an individual's perspective as one who has created or will create intellectual property. Then the methods and procedures required to be followed to procure the protection in an effort to familiarize the reader with the procedural aspects.

This book also focuses on patents and related aspects in a greater manner, due to the complexity and the detail oriented, and the technical nature of the field. Several chapters are dedicated to patent related matters, including patent preparation, prosecution, patenting strategy, patent reading, patent searching and analysis, and so on. The underlying principles behind the laws and rules related to patents are presented, and its applicability in everyday work is also provided. Subsequently, the nuances related to three jurisdictions, including India, European Union and U.S. are also discussed. In this manner, a global perspective towards protecting one's intellectual efforts, utilizing one or more of the intellectual property rights available is given to the reader.

TABLE OF CONTENTS:

1. Introduction to Intellectual Property Rights
2. Copyrights
3. Trademarks
4. Designs and Design Patents
5. Semiconductor Integrated Circuit Layout Designs
6. Protection of Plant Varieties and Framers' Rights
7. Protection of Geographic Indications
8. Traditional knowledge and prospects of protecting it through IPR legal regime
9. Trade Secrets
10. Introduction to Patents
11. Ideas and Intellectual Property Rights
12. Public Disclosure, Bar Dates and Invention Record
13. Contents of a Patent

Please log on to www.ikbooks.com to request **Specimen Copy** for possible adoption OR to buy books online.



For orders and enquiries, please contact:

I.K. International Publishing House Pvt. Ltd.

S-25, Green Park Extension, Uphaar Cinema Market, New Delhi – 110 016, INDIA
Tel.: 011-41755552/3/4, 26532251 Fax: 011-26532252 Email: info@ikinternational.com

www.ikbooks.com