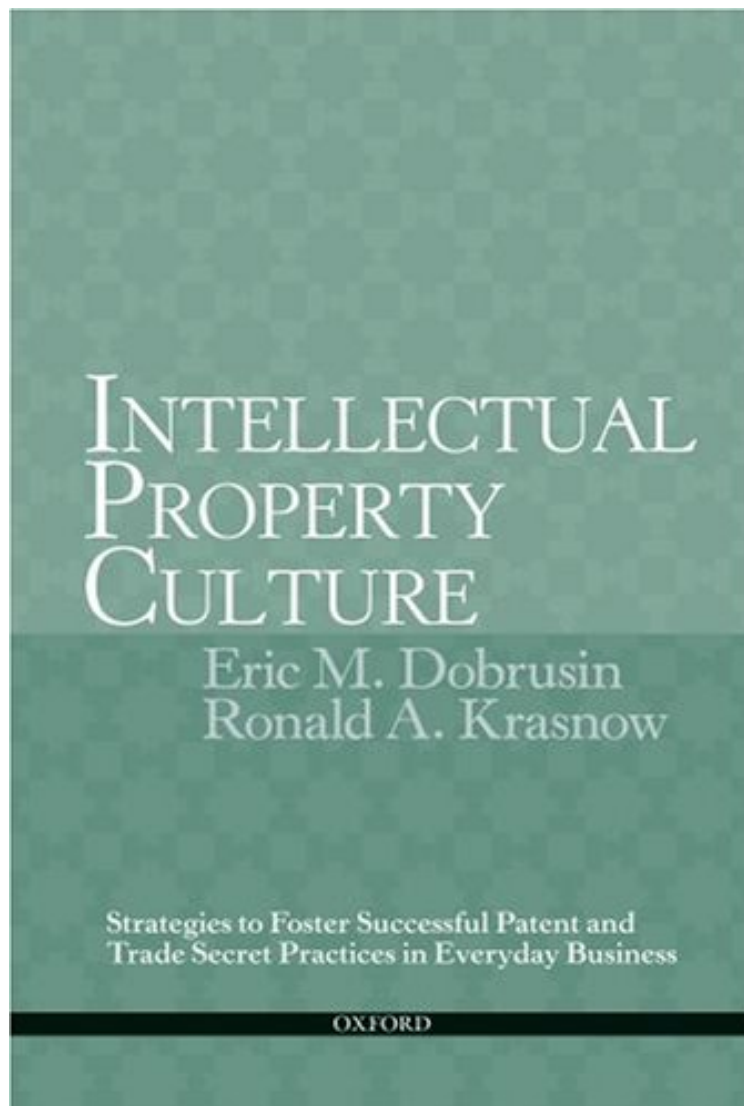


(Library ebook) Intellectual Property Culture: Strategies to Foster Successful Patent and Trade Secret Practices in Everyday Business

# Intellectual Property Culture: Strategies to Foster Successful Patent and Trade Secret Practices in Everyday Business

*Eric M Dobrusin, Ronald A Krasnow*

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## Practices in Everyday Business:

The proper management of intellectual property assets is essential to a healthy business, but knowing how to proactively protect IP assets is far from intuitive. Intellectual property laws are complicated and require nuanced treatment by the executives in charge of making strategic deals and developing a company's assets. *Intellectual Property Culture* is designed to help attorneys and executives build a business culture in which the development and management of intellectual property is as painless-and productive-as possible. With decades of combined experience in both the law and business of intellectual property, Dobrusin and Krasnow deliver an excellent guide for any company seeking to develop or improve its IP program. Filled with illuminating examples and anecdotes from the authors' real-world experiences, the book contains valuable practical advice along with sample agreements, notice letters, employee training materials, patent status reports, IP policies, questionnaires, timelines, and other resources.

"Dobrusin and Krasnow have developed a remarkable guide to a complex issue, striking a good balance between the arcane and the practical and providing a rich toolbox for any executive interested in understanding and managing the huge asset that IP represents. A must-read in the global technology age." --Dominique Gimbert, LL Products Group of Companies  
"Intellectual Property Culture provides a solid basis for understanding the critical legal and business issues surrounding intellectual property management. The book is a must-read for anyone involved in managing intellectual property for a business organization." --Norman Sims, Senior Patent Counsel, Dow Automotive Business unit, Dow Chemical Company  
"This book will serve as an excellent resource for attorneys tasked with overseeing a company's IP strategy, especially those new to a corporate/in-house position who must define the role and influence corporate strategies and metrics, as well as non-IP attorneys an  
About the Author  
Eric M. Dobrusin is a founder and shareholder in the law firm of Dobrusin Thennisch, where he has concentrated his practice in patent counseling and strategic patent prosecution, primarily in the areas of materials science, chemistry, biomedical devices, plastics, automotive technology, and semiconductor device fabrication. He is also a former executive director of the National Patent Board.  
Ronald A. Krasnow is the Senior Vice President of intellectual property and Chief Patent Counsel at Relypsa, Inc., in Santa Clara, California, where he is responsible for all legal functions, including corporate, contract, and intellectual property. Previously he spent ten years as the Senior Vice President of intellectual property at Symyx Technologies, also in Santa Clara. He has also worked as a refinery engineer at Marathon Petroleum Company.