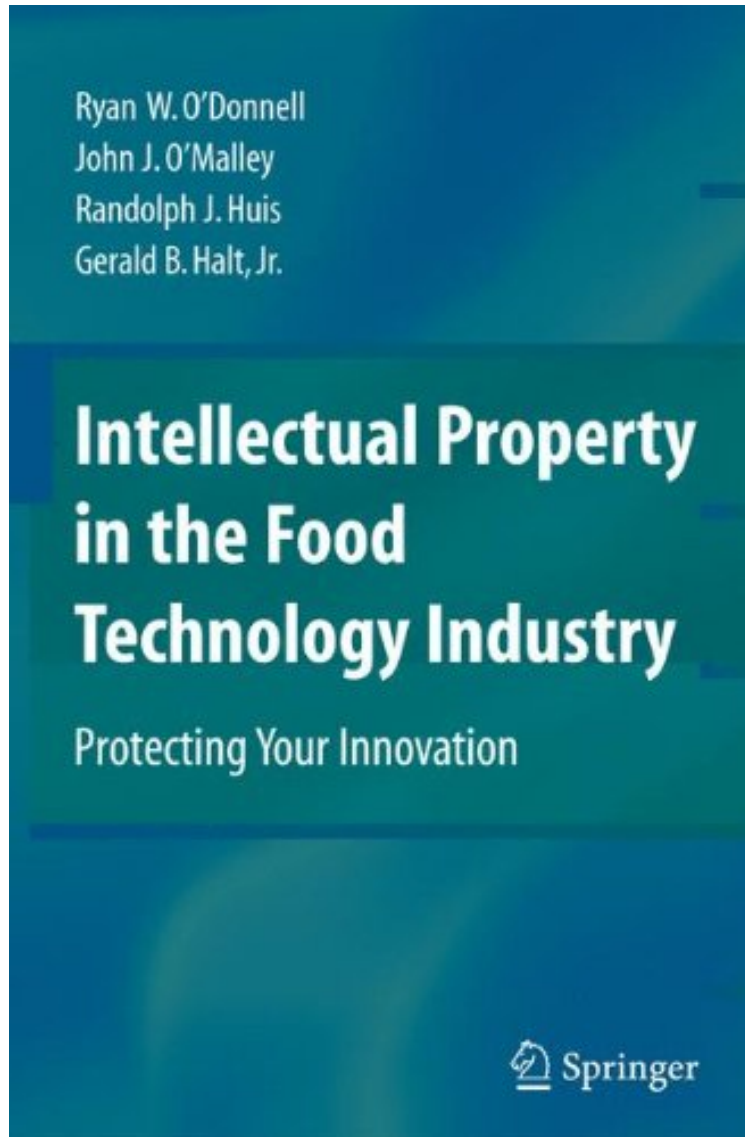


Intellectual Property in the Food Technology Industry: Protecting Your Innovation

*Ryan W. O'Donnell, John J. O'Malley, Randolph J. Huis, Gerald B. Halt
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Ryan W. O'Donnell, John J. O'Malley, Randolph J. Huis, Gerald B. Halt : Intellectual Property in the Food Technology Industry: Protecting Your Innovation before purchasing it in order to gage whether or not it would be worth my time, and all praised Intellectual Property in the Food Technology Industry: Protecting Your Innovation:

0 of 0 people found the following review helpful. Four StarsBy Bill Pelowitzclear and informative!!

Considering the effort and funding devoted to a company's success, understanding Intellectual Property rights patents, trade secrets, trademarks, and licensing is essential. Establishing appropriate internal policies from the outset can prevent companies from learning a costly and painful lesson in the courtroom. With *Intellectual Property in the Food Technology Industry*, currently the only book of its kind focusing specifically on the food industry, one will learn what to consider throughout the various creative phases of a product's lifespan from initial research and development initiatives through post-production. Readers will have an understanding of the intellectual property protections afforded to U.S. corporations, methods to pro-actively reduce potential problems, and guidelines for future considerations to reduce legal spending, prevent IP theft, and allow for greater profitability from corporate innovation and inventiveness.

From the reviews: "The book is published by Springer . This is a subject that is top of mind with large food providers and inventors. Almost any day, you can open up the newspaper to see disputes over patents, trademarks, copyrights and trade secrets. Increasing federal and state regulation, the Internet and both domestic and international enforcement concerns increase the level of knowledge and sophistication needed to protect an IP portfolio. a singular resource for those seeking IP guidance in the world of food and beverage." (Joan Robinson, *EurekaAlert!*, July, 2008)From the Back CoverConsidering the effort and funding devoted to a company's success, understanding Intellectual Property rights patents, trade secrets, trademarks, and licensing is essential. Establishing appropriate internal policies from the outset can prevent companies from learning a costly and painful lesson in the courtroom. With *Intellectual Property in the Food Technology Industry*, currently the only book of its kind focusing specifically on the food industry, one will learn what to consider throughout the various creative phases of a product's lifespan from initial research and development initiatives through post-production. Readers will have an understanding of the intellectual property protections afforded to U.S. corporations, methods to pro-actively reduce potential problems, and guidelines for future considerations to reduce legal spending, prevent IP theft, and allow for greater profitability from corporate innovation and inventiveness.