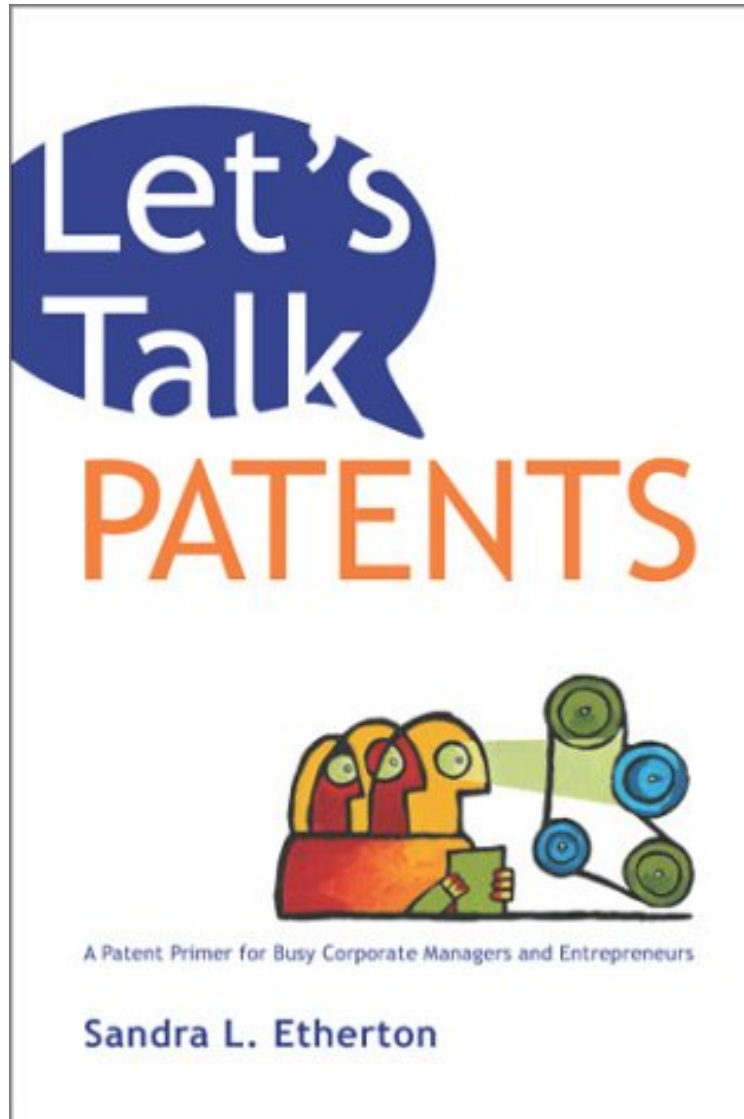


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Let's Talk Patents

Sandra L. Etherton

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Sandra L. Etherton : Let's Talk Patents before purchasing it in order to gage whether or not it would be worth my time, and all praised Let's Talk Patents:

0 of 0 people found the following review helpful. Superficial readingBy RayIf you are planning to do some reading superficial research into patents, it will work. If you are going to fill out a patent application, do not bother with this book.0 of 0 people found the following review helpful. With "Let's Talk Patents" you'll be armed and readyBy A CustomerThe sub-title for "Let's Talk Patents" tells us it's a patent primer for "Busy Corporate Managers and

Entrepreneurs." What it does not say is that it is also a primer for any inventor who would throw off the cloak of ignorance. Why? Because ignorance of patent law [ignorance: not having knowledge of a certain thing] may lead to unintended forfeiture of patent rights, or worse, being scammed out of money the inventor cannot afford. Anyone who might be put off by the word "primer" must consider -- where do you get your knowledge of patents now? In High School or College? Not likely. Only a couple conventional colleges in the U.S. even have courses on inventing and patenting. So how does one learn about this vital subject? From TV ads? Advice from a brother-in-law? Some business article or column you read years ago? Unfortunately, the answer is too often, yes. That's a pretty meager education on a subject that may change one's life... Now perhaps a "patent primer" is starting to make more sense? Especially if you would rather not appear too stupid when you do reach that point where you need to talk to a patent attorney. Let's assume you are a fairly typical problem solver, manager, or free thinker, and maybe even a grasp of the concept of invention -- patent -- money. Most everyone does. But if words or phrases like "intellectual property rights", "prior art", "doctrine of equivalents", "disclosure", or "infringement" are not a part of your vocabulary, you can offer a big Thank You to Ms. Etherton for writing and publishing "Let's Talk Patents." She is a registered patent attorney, but because she avoided writing it in "lawyer-ese," your ignorance is about to dissipate. Upon opening her book and looking at the list of contents, "WOW" would be an automatic response. You may not have ever pondered questions about "Statutory Invention Registration" or "Direct and Indirect Infringement" but now, all of a sudden, you realize you are holding in your hands not just a book about patent education, but a real reference jewel. "Let's Talk Patents" suddenly becomes a valuable resource for information -- for you! Before even finishing the first chapter, there's another revelation: "Let's Talk Patents" could easily have created a high intimidation response by being another compendium of dry, factual pages. But oh no, it's not... In fact, Ms. Etherton's style is so direct -- so clear -- that her teaching examples make it very easy for us to relate to things we already know. Who could not relate to: "walking into a dark alley unarmed" and "red flat" or "...it's usually the money, who has it and who gets it." Her straight talk, easy language and understandable examples, such as the problems of two competing bicycle manufactures, pull the reader along so smoothly they may not be aware of how much they're learning. That's talent. After Etherton's book, when someone says "Let's Talk Patents" you will be armed and ready. 1 of 1 people found the following review helpful. An easy to understand overview of patents. By I. Tinoco This little book tells you: what patents can and cannot do for you; how and whether to apply for a patent; how long a patent can protect your idea; the cost and time required to get a patent; etc. The writing is informal with clear examples and minimum jargon. It can be read quickly to provide good advice before deciding on whether to try to get a patent.

Let's Talk Patents is patent primer. It explains in short order what small business owners, inventors, and entrepreneurs need to know to protect their ideas and leverage them in this information age. Not another "how-to" book, Let's Talk Patents explains in easy-to-read format such issues as who owns the patent rights, patent infringement and enforcement, and how not to compromise your patent rights. The book also includes a table of the costs involved (including attorneys fees), illustrated examples of patent infringement, and a comparison of patents to trademarks, copyrights, and trade secrets. This book is targeted for businesspeople, written by a registered patent attorney experienced with the trials and tribulations of small businesses. It is clearly and simply written, avoiding legalese and extraneous information typical of books about patents.

From the Publisher Patents are the currency of our new economy. This book is a primer that explains concisely, without legalese, all the relevant issues to effectively getting and using a patent, from application to enforcement. It is a must-read for the business manager or entrepreneur who is new to patents and needs basic patent information in order to be competitive. This is not a how-to book, nor is it a legal treatise. Instead, the book simply explains the basics of what patents protect and what they don't protect, the criteria for obtaining a patent, and common mistakes to avoid. It compares the forms of intellectual property protection, presents tables of actual costs to obtain and enforce a patent, including attorneys' fees, and gives specific infringement examples. This book is short and sweet. It is written in straightforward, college-level narrative, simultaneously avoiding legalese and oversimplification. An afternoon with this book will save you hours of attorney fees. It is sure to become a standard reference book. From the Inside Flap This quick read will transform your understanding of patents. Everyone has heard of patents, but few really know how to make them work in the real world. Not another "how-to" book, this book explains in short order what business managers and entrepreneurs need to know to protect their company's ideas and leverage them in this information age. With this critical knowledge you'll be able to talk turkey with your employees, your attorney, and your competitors and avoid losing your patent rights before you even get started. Did you know? - patents do not give you the right to manufacture your invention, nor do they protect you from infringing others' patents - if you disclose your invention to the public before you file a patent application, you lose your patent rights in foreign countries - employees own patent rights unless they assign them to their employer in writing. About the Author Sandra Etherton is a registered patent attorney based in Tempe, Arizona. She is currently the principal of Etherton Law Group, LLC, a law firm representing primarily emerging companies in intellectual property and related corporate matters. Ms. Etherton has a broad range of

legal and business experience as in-house and outside counsel for high-technology companies. Early in her career, Sandra worked for the U.S. Senate Judiciary Committee, Subcommittee on Patents, Copyrights and Trademarks. She is the former chair of the Intellectual Property Section of the State Bar of Arizona (1999-2002). Sandra holds an undergraduate degree in chemistry from the University of Colorado and a law degree from Arizona State University. She is a frequent speaker on entrepreneurship and intellectual property matters. This is her first book.