Insights: Publications

The Intellectual Property Handbook: A Practical Guide for Franchise, Business, and IP Counsel, Second Edition

Publication of ABA Forum on Franchising, Section of Intellectual Property Law

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Offers practical guidance to non-IP specialists who encounter these issues in their legal practice, this book provides specific and useful information on areas where business interests intersect with intellectual property issues, including trademarks, copyrights, patents, trade secrets, domain names, technology, and more.

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