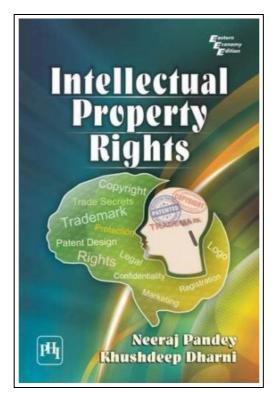
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INTELLECTUAL PROPERTY RIGHTS



Prentice-Hall of India Pvt.Ltd. Paperback. Book Condition: new. BRAND NEW, Intellectual Property Rights, Neeraj Pandey, Khushdeep Dharni, From a brilliant thought to a gizmo gadget to a popular fiction--all come under the legal term of intellectual property. In the world of contemporary technology, where information on anything and everything is freely available and accessible, guarding intellectual property is vital. This book discusses how to manage and secure intellectual property and the legal norms associated with it. The book begins by introducing the concepts related to intellectual property and the WTO Agreement. The following chapters explain various types of intellectual property rights, such as patents, copyrights, trademarks, industrial design, integrated circuits, and geographical indications. These chapters provide in-depth and detailed insight on regulations and procedures for the protection of intellectual property rights. The book also examines the creation of intellectual property and spells out the conceptual framework for creativity and innovation. The concluding chapters describe the management and commercialization of intellectual property rights, and the emerging issues surrounding them. Two separate cases have been added at the end of the book, to provide an analytical insight. The book is meant for undergraduate and postgraduate students of management and technology. It could also be useful for undergraduate students of law.



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