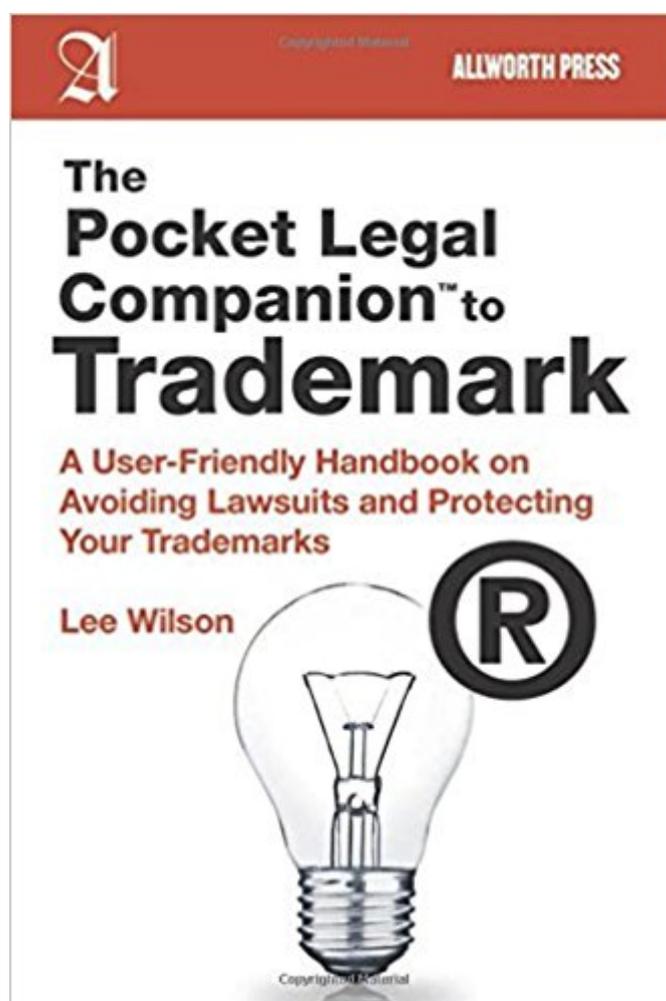


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The Pocket Legal Companion To Trademark: A User-Friendly Handbook On Avoiding Lawsuits And Protecting Your Trademarks (Pocket Legal Companions)





Synopsis

This book, a primer for the entrepreneur, is filled with valuable and ready-to-use information on using trademarks to avoid lawsuits and protect your ideas. Easy to follow and affordable, this helpful guide will teach you how to manage your trademark to maximize profits, avoid problems, and coexist with other marketers while you market your own product. It also provides answers to your questions about when to call a lawyer and how to avoid needing one. Finally, it offers a full briefing on the problems associated with selecting protectable trademarks that do not infringe established marks, what happens if trademarks are selected carelessly, and what to do if someone infringes your trademark. This handbook will save readers expensive lawyers' fees, and will make an invaluable addition to the library of anyone who markets a product or service.

Book Information

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