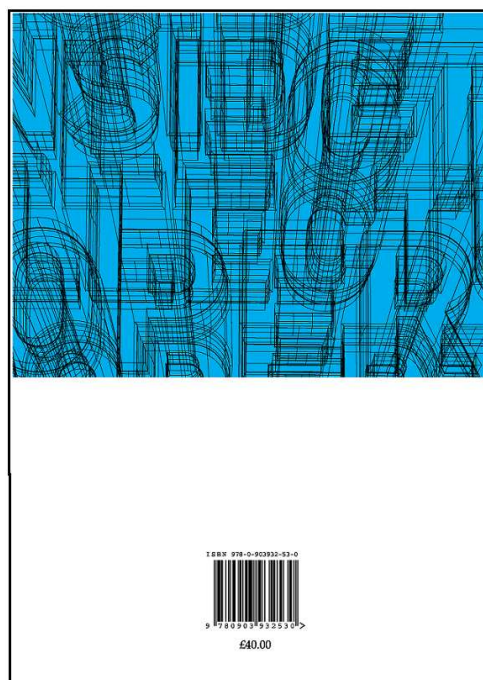
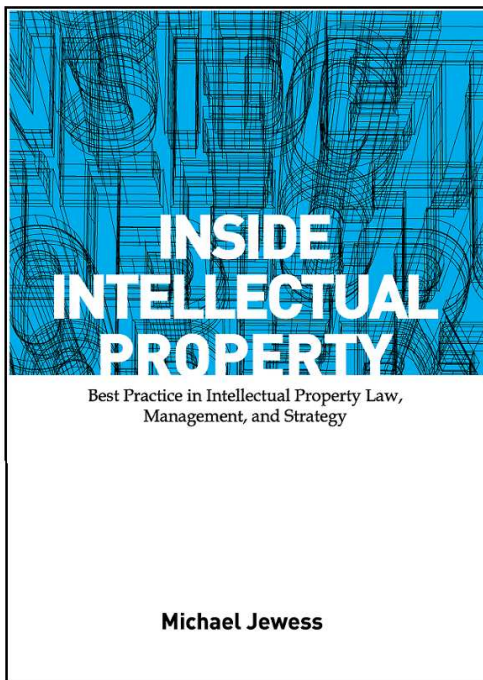


Inside Intellectual Property provides managerial and strategic guidance for IP practitioners of all types serving all business sectors (save for publishing and the media). Written for insiders by an insider, the author integrates knowledge of the law with practicalities from a managerial and strategic perspective in an international context. The reader is encouraged to take an assertive, broad, and businesslike view of the needs of the client but without compromise of professional ethics and principles.

A wide range of IP best practice is covered. The first part of the book, Basics, addresses topics including quality control by peer review, ethics, and IT systems. The second part is dedicated to case work and provides clear guidance on R&D and patent strategy, on brands, on IP disputes and agreements, and on other topics. The third part covers more general matters such as practice finance, information security, and lobbying on IP law.

Written by Dr Michael Jewess, who has spent over 20 years heading the IP departments of major multinational companies across several business sectors – experience complemented by a survey of 25 varied IP practices and other material that cannot readily be deduced from public domain information – *Inside Intellectual Property* is an invaluable tool for IP practitioners and a resource for academics and policy-makers.



MICHAEL JEWESS



Dr Michael Jewess grew up in the English West Midlands before doing undergraduate and research degrees at Oxford. He was head of IP at Metal Box/MB Group 1988–1989, CMB Packaging 1989–1991, British Telecommunications 1991–1998, and British Aerospace/BAE Systems 1998–2009. He is a Chartered Scientist and Chemist, a Fellow of the Royal Society of Chemistry, a Member of the Institute of Physics, a Chartered and European Patent Attorney, and a European Trade Mark Attorney. He has lectured and written on topics including innovation, patent strategy, IP agreements, and competition law as well as training, ethics, privilege, and lobbying. He is a former President (and current Vice-President) of the IP Federation and a long-standing member of the International Chamber of Commerce Intellectual Property Commission, and serves on committees of the Chartered Institute of Patent Attorneys.

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Photography: Studio Blanco, Oxford

