

INSIDE INTELLECTUAL PROPERTY by Michael Jewess

This management text seeks to help intellectual property law practitioners relate law and legal practice to their clients' business objectives. It is written *for* insiders. It is written *by* an insider who believes that the devil is often in the detail of which an outsider is unaware. Effecting a grand strategy may often depend on the details of a law, on the details of claim and agreement drafting, and even on what boxes ("fields") are available on computer screens. A consequence of this perspective is, it is hoped, that the book will be of immediate practical value to practitioners, building on what they already know rather than imposing some external philosophy with unnecessary novel concepts.

This book is written after 3 years' work in private practice and 32 years' work in industry, 21 years of the latter as an intellectual property department head for multinational companies in a variety of business sectors (packaging, telecommunications products and services, and aerospace and defence). It seeks to address practitioners serving all business sectors save for publishing and the media. The book in addition is an invaluable resource for academics, students, and policy-makers.

Abbreviated Contents

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PART B- CASEWORK

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PART C – OTHER TOPICS

CHAPTER 14 EDUCATING THE CLIENT; CHAPTER 15 THE FINANCIAL MODEL; CHAPTER 16 INFORMATION SECURITY; CHAPTER 17 BUSINESS CONTINUITY PLANNING (DISASTER RECOVERY), CHAPTER 18 PEOPLE AND ORGANISATIONS; CHAPTER 19 INTELLECTUAL PROPERTY POLICIES; CHAPTER 20 LOBBYING ON INTELLECTUAL PROPERTY LAW

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