



The Handbook of European Intellectual Property Management: Developing, Managing and Protecting Your Company's Intellectual Property

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When managed well, intellectual property (IP) puts enterprises in a position to lock in an advantage and command a premium. In Europe, the process of commercializing IP remains fraught with difficulties, with significant differences existing in the application and interpretation of these rights in each national jurisdiction.

Chapter topics include: plans for a unitary patent in Europe; IP and open innovation; climate change and clean tech; how to draft a patent; low-cost IP; technology partnerships' how to draft a license; patent values; brand protection; how to file a criminal injunction.

Drawing on a wide range of expertise - including editorial support and input from the European Patent Office - *The Handbook of European Intellectual Property Management* is a practical and easy-to-follow guide that reveals exactly how IP can contribute to improved competitive performance and to greater value on the balance sheet, while also offering a template for "best practice" in IP management.

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