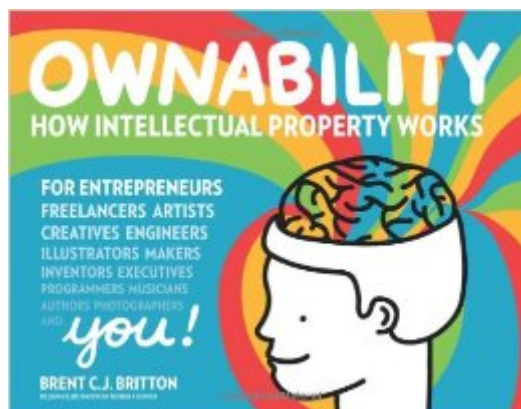


The book was found

# Ownability: How Intellectual Property Works



## Synopsis

When you create, design, or invent things, the rules of intellectual property (IP) determine who owns your creations and whether or not you can prevent other people from copying them. If you work in a creative or innovative field, you should know enough about IP to make intelligent decisions about your job or business. You should understand the ownability of your own ability. This book provides a working understanding of the four primary forms of IP: patents, copyrights, trademarks, and trade secrets. You will learn what these forms of IP protect, how to obtain them, and how to avoid having them used against you by others. Intellectual property is a complex subject; expertise in the field requires years of study and practice. By necessity, then, I have significantly simplified this material. This book will not prepare you to take the patent bar exam, but it will help you understand how IP can affect your life for better and for worse.

## Book Information

Paperback: 114 pages

Publisher: Brent C.J. Britton (July 24, 2013)

Language: English

ISBN-10: 0615825958

ISBN-13: 978-0615825953

Product Dimensions: 8.5 x 0.3 x 6.5 inches

Shipping Weight: 8.2 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #506,825 in Books (See Top 100 in Books) #238 in [Books > Law > Intellectual Property](#)

## Customer Reviews

Britton is undoubtedly a gifted intellectual property attorney, but it is clear after reading this book that he has completely missed his calling as a professor. You remember that one professor in college who actually managed to get you so excited and stimulated about that incredibly boring subject? Well, this book is like that. Every other book I have seen on the subject of intellectual property put me to sleep. Unlike all of them, Britton doesn't merely define what terms mean - he gives you a practical understanding of what the terms mean from a smart business strategy sense. He conveys *\*functional knowledge\** from his decades of experience as an intellectual property attorney. His approach grounds this otherwise abstract subject in reality, making it easy for anyone to understand and apply in the real world. This is the most user-friendly book on intellectual property I have ever

read and it comes with my highest recommendation.

As an entrepreneur, freelancer, or inventor, you know that in this knowledge economy your intellectual property is your key financial asset. Protecting your intellectual property is akin to putting your money safely in a bank vault. The book, "Ownability," is an imminently practical, yet surprisingly delightful, guide to managing and increasing your intellectual property (IP). Written by Brent C.J. Britton, a Silicon Valley veteran entrepreneur who has been practicing Intellectual Property law for over 15 years, "Ownability" clearly and competently guides the creative spirit through the broad brushstrokes of IP protection as well as many important intricacies. For example, the extent of the originality of the work may be a viable defense against a copyright infringement claim: Take that, sampled-music claims! Such experience is skillfully and dutifully bestowed in this pleasant, readable, "roadmap," of a book. The guide's illustrations in particular bring fun and buoyancy to the thorough, helpful, subject matter. From trademarks and patents, to copyrights and trade secrets, "Ownability" is the creator's handbook for protecting oneself in the exhilarating world of turning ideas into assets and protecting them. It's a must for every creative's bookshelf!

For every creative person in the world today, the question of who owns, and how to own, their own creativity is paramount. Britton's new book demystifies the complex world of intellectual property in a simple, approachable voice that's both comprehensive and soulful. As a card-carrying lawyer and MIT-trained technologist, Britton delivers decades worth of invaluable insights that you'll immediately recognize as good, common sense that can be used on a daily basis. --John Maeda

[Download to continue reading...](#)

Ownability: How Intellectual Property Works Intellectual Property in the New Technology Age: 2016: Vol. I Perspectives, Trade Secrets and Patents (Intellectual Property in the New Technological Age) Intellectual Property: Supreme Court Contemporary Decisions (Intellectual Property Law Series) Intellectual Property and Open Source: A Practical Guide to Protecting Code Intellectual Property in Government Contracts: Protecting and Enforcing IP at the State and Federal Level Law and Creativity in the Age of the Entertainment Franchise (Cambridge Intellectual Property and Information Law) Open Source Licensing: Software Freedom and Intellectual Property Law Emanuel Law Outlines: Intellectual Property Intellectual Property Law Examples & Explanations: Intellectual Property Intellectual Property Statutes: 2016 Selected Intellectual Property and Unfair Competition Statutes, Regulations, and Treaties (Selected Statutes) Harvesting Intangible Assets: Uncover Hidden Revenue in Your Company's Intellectual Property Copyrights and Copywrongs: The Rise of

Intellectual Property and How it Threatens Creativity Intellectual Property Stories (Law Stories)  
Intellectual Property Law (Quickstudy: Law) Patent, Copyright & Trademark: An Intellectual Property  
Desk Reference Obviousness In Patent Law (Intellectual Property Law Series) Legally Branded  
(Brand law - Logos, Trade Marks, Designs, Copyright & Intellectual Property, Internet Law & Social  
Media Marketing) Intellectual Property: Patents, Trademarks, and Copyright (Nutshell Series)

[Dmca](#)