

(Mobile book) Poof! Plant Profits in Peril

Poof! Plant Profits in Peril

Allison Frederick

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POOF!

Plant Profits in Peril



A Patent & Trademark Storybook
for Horticulturists

Allison Frederick

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Allison Frederick : Poof! Plant Profits in Peril before purchasing it in order to gage whether or not it would be worth my time, and all praised Poof! Plant Profits in Peril:

1 of 1 people found the following review helpful. Read this before you patent your plant!By CatherineBEven in the complex world of Intellectual Property, plant IP is a specialised niche. Accurate information is hard to come by and even the best books tend to be weighty and academic, so they are not the most accessible to non-IP professionals and as the law moves on they can date fast. This book is none of those things. You can't use it as a textbook but what you do get is pithy and humorous and the lessons it seeks to communicate will be relevant for as long as we have an IP

system in anything approaching its current form. Structured around ten real-life situations where things went wrong, in some cases disastrously or at great cost, because people didn't understand the basics, didn't know what questions to ask or when to ask them, didn't plan ahead or didn't have systems, it's a classic cautionary tale but with the novel twist that it's fully dedicated to plant IP, so if that's your field it's all relevant but you don't need long to read it! Trade Marks, Patents and Breeders' Rights all make appearances, alongside the confidentiality and ownership issues that tend to dog unwary, unprepared or just plain unlucky business owners trying to juggle all these things as well as getting on with the day job and trying to make a living. At the bottom of it all, the message is that IP can be a great tool for your business but it's not simple or cheap or easy and you can't ignore other people's either. Horticulture business owners could usefully read this to find out or remind themselves how easy it is for problems to arise and how hard they can be to solve, and IP professionals in the area could do a lot worse than to recommend it to clients. IP Professionals - do not be concerned: about five pages in, your clients will already have realized just how much they still need your help!

Patents, trademarks, marketing and branding are traditionally some of the least exciting subjects for horticulturists. Marred with a dismaying array of ambiguous terms and what seems like a never-ending slew of exceptions to every "rule," many business owners risk losing a fortune by electing to ignore these important areas of their businesses. Poof! Plant Profits in Peril is a refreshing, easy-to-read, patent, trademark and branding storybook that teaches horticulturists to maximally profit from their protected plant assets by successfully negotiating some of the most common pitfalls of the complex, intellectual property world.