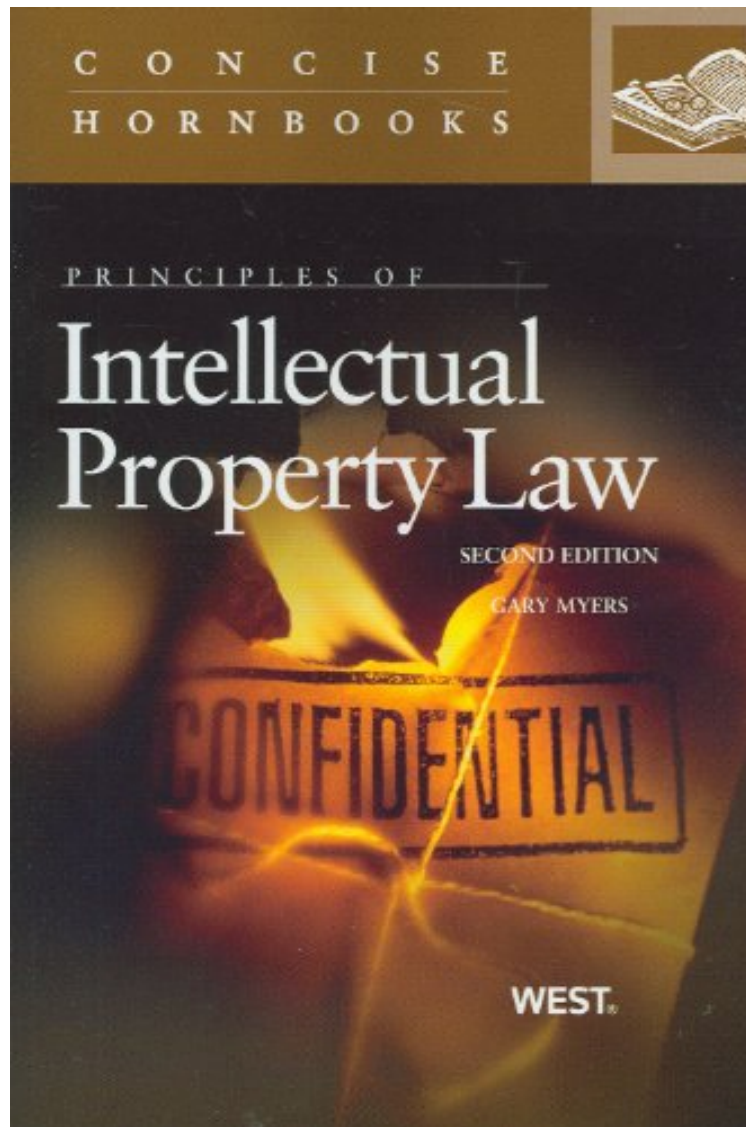


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## Principles of Intellectual Property Law (Concise Hornbook Series)

Gary Myers

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This book provides a comprehensive survey of the entire field of intellectual property, including copyrights, patents, trademarks, trade secrets, unfair competition, the right of publicity, and other areas of intellectual property protection. It is designed to be reader-friendly, up-to-date through September 2012, and comprehensive. It can be a study guide for an intellectual property survey course or used as a useful introduction or refresher for anyone interested in the field. The books primary focus is on the three main fields of federal intellectual property lawcopyrights, patents, and trademarks along with important areas of state law protection (such as trade secrets, right of publicity, and contracts).