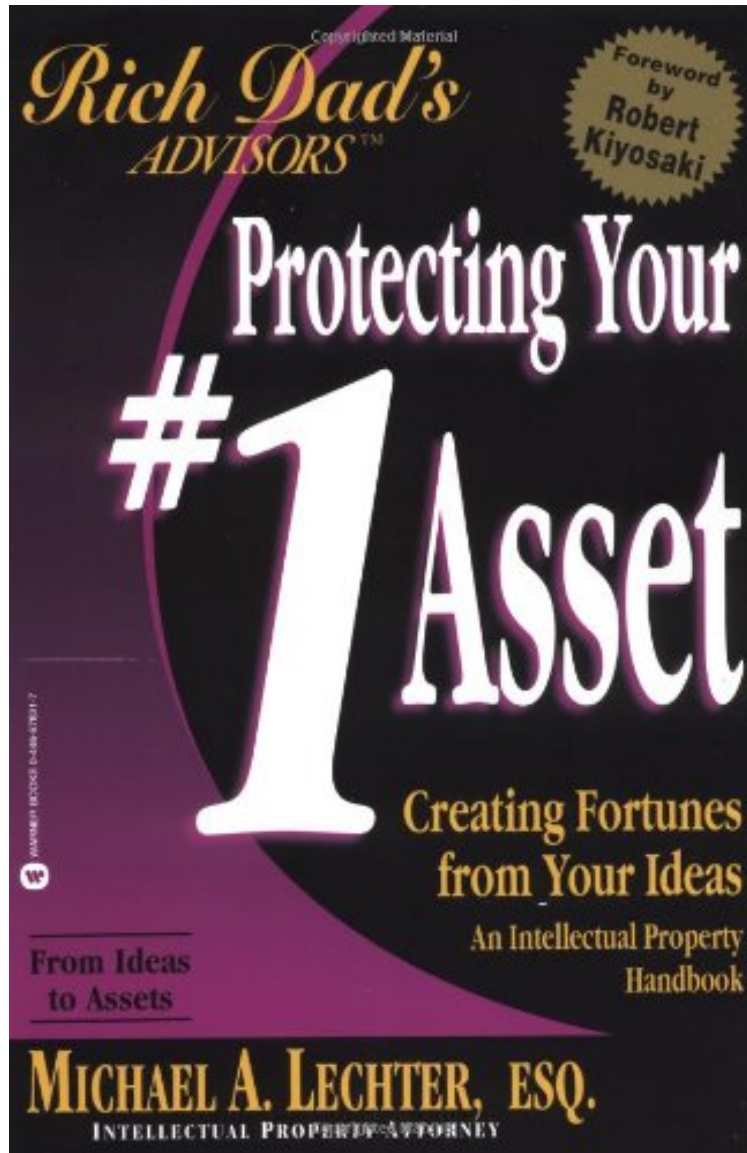


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Protecting Your #1 Asset: Creating Fortunes from Your Ideas (Rich Dad's Advisors)

Michael A. Lechter

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Michael A. Lechter : Protecting Your #1 Asset: Creating Fortunes from Your Ideas (Rich Dad's Advisors) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Protecting Your #1 Asset: Creating Fortunes from Your Ideas (Rich Dad's Advisors):

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book 3 yrs ago, and it helped to explain the different legal mechanisms available to protect a company and its products. There's no single source of information nor one person (not even if you're willing to pay a lawyer) who will explain it all to you. However, this book set me off in the right direction to thinking about the aspects of my products that I could patent, what I should trademark and what copyrights I had with my products. At least, I was able to ask the right questions when I got around to consulting a lawyer. I think the lawyer also appreciated that he did not have to spend time and explain to me (what was obvious to him) the different strategies to protect intellectual property. I think this made him willing to help me with better advice. Of course, I needed to learn more about drafting patents, and also the different geographic regions granting protection to different patents. I had to learn more about trademarks and the right strategy to registering trademarks in different regions. All this is important since they come with a cost, so you want to control your costs and budget for the time you incur those costs. But it does make a difference in the value, credibility and sustainability of your business. 0 of 0 people found the following review helpful. The only dry book in the Rich Dad advisors By Ty JI love Rich Dad, Poor Dad, but this book was dry and WAY BORING. The information was useful enough for me to understand the importance of hiring a qualified professional to patent my creative work. Which I understood after about 2 pages. So read this review and understand that it is vitally important to not cheap out on protecting a big idea with a solid patent. Now that you've read that sentence, save your money for a different Rich Dad, Poor Dad book. My Favorite: Retire Young, Retire Rich. 0 of 0 people found the following review helpful. Five Stars By Raul Rodriguez Nice book! Thanks.

Since failing to know the rules can lead to disaster, this book will familiarize readers with the basics they need for protecting their company's critically important rights involving copyright, patents, trademarks, all other aspects of intellectual property. Protecting Your #1 Asset Learn How to: * Turn your ideas into intellectual property assets * Identify benefit from potential intellectual property assets that you may already own * Avoid inadvertently giving away your rights * Use your intellectual property to build barriers to your competition * Generate cash flow by licensing your intellectual properties to others * Use intellectual property to aid in raising capital, as an alternative to raising capital.

About the Author Michael A. Lechter is an Attorney specialising in Intellectual Property. From AudioFile Your ideas can be turned into income streams if you manage them correctly and protect them from theft and unauthorized use. The author, an articulate attorney with a good speaking voice, provides an encyclopedic primer on navigating in the world of intellectual property. As in the other volumes in the Rich Dad's Advisors series, the author surveys the history and breadth of this topic before moving into a smoothly organized account of detailed information. Delivered with a speaking style that is as inviting as it is cautionary, the author's message is to pay attention to your intangible creations and do the hard work of protecting them, so you will profit from your work. T.W. AudioFile 2003, Portland, Maine-- Copyright AudioFile, Portland, Maine