



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

By Michael A. Lechter

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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.

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Editorial Review

About the Author

Michael A. Lechter is an Attorney specialising in Intellectual Property.

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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*

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