



Intellectual Property in the Food Technology Industry: Protecting Your Innovation

By John J. O'Malley, Ryan W. O'Donnell, Randolph J. Huis

Springer-Verlag New York Inc., United States, 2008. Paperback. Book Condition: New. 2008.. 231 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Considering the effort and funding devoted to a company's success, understanding Intellectual Property rights patents, trade secrets, trademarks, and licensing is essential. Establishing appropriate internal policies from the outset can prevent companies from learning a costly and painful lesson in the courtroom. With Intellectual Property in the Food Technology Industry, currently the only book of its kind focusing specifically on the food industry, one will learn what to consider throughout the various creative phases of a product's lifespan from initial research and development initiatives through post-production. Readers will have an understanding of the intellectual property protections afforded to U.S. corporations, methods to pro-actively reduce potential problems, and guidelines for future considerations to reduce legal spending, prevent IP theft, and allow for greater profitability from corporate innovation and inventiveness.

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