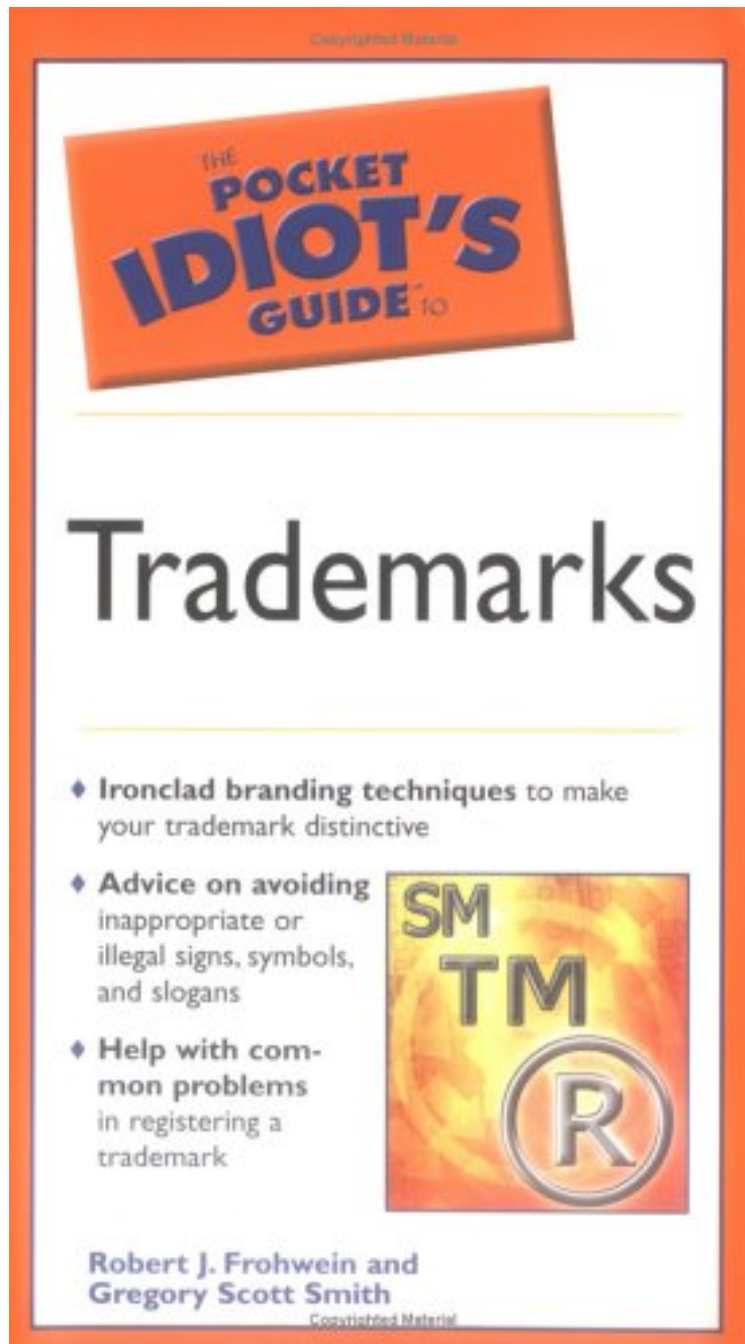


Pocket Idiot's Guide to Trademarks (The Pocket Idiot's Guide)

Robert J. Frohwein, Gregory Scott Smith
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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pocket Idiot's Guide to Trademarks (The Pocket Idiot's Guide):

1 of 1 people found the following review helpful. A useful guide to those wishing to create and file a trademark image to brand your name and intellectual property...By RNSWanting to expand my knowledge of copyright law by learning more about trademarks and how they might offer supplemental protection to those with intellectual property, I was pleased to come upon this handy, but thorough guide by two top intellectual property attorneys. Written in a straightforward, but interesting narrative, I recommend this \$9.95, 202-page pocket guide to anyone interested in learning about the various types of trademarks (e.g. geographic, use of slogans, shapes, insignia, buildings, etc.), advice as to when to use the appropriate trademark symbol, whether the trademark should be registered and where (e.g. State or Federal or both), and when it useful to consult an attorney. Two other -- more recent and more expensive - guides that layman readers might also find useful are "Patents, Copyrights Trademarks For Dummies" (\$25) by Henri J. A. Charmasson and John Buchaca (published in 2008) and "Trademark: Legal Care for Your Business Product Name" (\$40) by Stephen Elias Attorney and Richard Stim Attorney (published in 2007). Recommended for academic and public libraries and individuals seeking a good overview of the protection that developing and registering a trademark for their business might offer. R. Neil Scott (MLS/MBA) Middle Tennessee State University

Easy-to-follow advice from two top-notch attorneys. Any creator of visual symbols, images, slogans, or other insignia connected to a product needs to know how to protect his or her creation. The Pocket Idiots Guide to Trademarks offers the necessary information to do just that. Using easy-to-understand, concise language, this pocket guide simplifies the fast-paced, high profile, and complicated legal world of trademarks. Written by experts in the field, it explains everything from the origin and theory of trademarks to the different categories, laws, and ways to create trademarks. Written in clear, laymans language Features a complete Internet and government resource guide Presents helpful examples of government filing documents Expert attorney authors

About the Author Robert J. Frohwein is an attorney and the president and co-founder of LAVA Group, an intellectual property consulting firm. Gregory Scott Smith is an attorney, engineer, and chief officer of Intellectual Property at LAVA Group.