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THEORIES OF INTELLECTUAL PROPERTY ... confidential marketing strategies, etc.) that companies attempt to conceal from their competitors. The "right of publicity" protects celebrities' interests in their images and identities. The economic and cultural importance of this collection of rules is increasing rapidly. The

THEORIES OF INTELLECTUAL PROPERTY

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Intellectual Property and Traditional Cultural Expressions 56 ... vi WIPO Intellectual Property Handbook: Policy, Law and Use ... and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields.

WIPO Intellectual Property Handbook

Respecting and Protecting Intellectual Property in a Culture of Collaboration >3 The need for greater collaboration stems from a number of factors related to faster innovation: "Increased Specialization and Complexity of Scientific, Technical and Medical Research

Respecting and Protecting Intellectual Property in a

Intellectual Property Rights (IPR) in general and copyright in particular impacts on how cultural heritage is produced and consumed, developed, accessed and preserved in this digital world.

RICHES INTELLECTUAL PROPERTY - Digital meets Culture

for granted are crucial for developing new strategies in this area. Rethinking how we do research, how we conceptualize knowledge, how we share knowl- ... intellectual property over such cultural heritage, traditional knowledge, and traditional cultural expressions.

indigenous/ traditional knowledge intellectual property

The Importance of Intellectual Property for the Competitiveness of SMEs SMEs Baku, June 4 and 5, 2003 ... National Intellectual Property Strategy for Improving the Competitiveness of SMEs. The Challenge ... Cultural Policy Export Policy Taxation Policy Education Policy Innovation Policy Education

The Importance of Intellectual Property for the

intellectual property rights (IPR) are associ- ... and other works of cultural value. As artists and creators have developed new forms of expression, these categories have expanded ... even advertising strategies and distribution processes. Unlike patents, trade secrets are protected

Intellectual Property FOC ONUS - State

Strategic Management of Intellectual Property: AN INTEGRATED APPROACH William W. Fisher III Felix Oberholzer-Gee In many organizations, the R&D, strategy, and legal functions are poorly integrated.

Strategic Management of Intellectual Property

Bryan J. Vogel, Intellectual Property and Additive Manufacturing / 3D Printing: Strategies and Challenges of Applying Traditional IP Laws to a Transformative Technology , 17Minn. J.L. Sci. & Tech.881 (2016).

Intellectual Property and Additive Manufacturing / 3D

Intellectual Property Strategy 1. Secure, maintain and utilize rights (patents, trademarks, industrial designs, and copyrights) 2. Measures to ensure respect for rights, including those of competitors 3. Carry out thorough management of information, including trade secrets 4. Actively engage in external policy-making activities

Fujitsu's Intellectual Property Strategy

Intellectual Property Culture is designed to help attorneys and executives build a business culture in which the development and management of intellectual property is as painless-and productive-as possible.

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