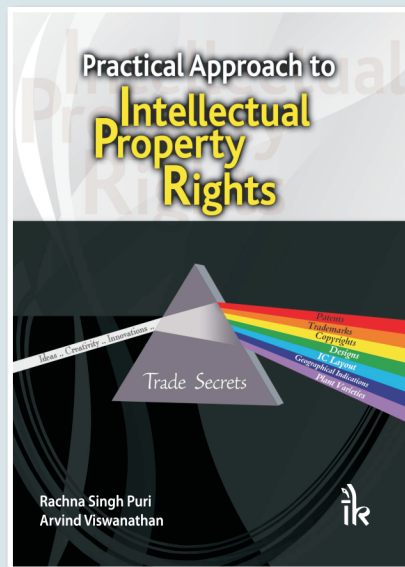


## New Book Information

# Practical Approach to Intellectual Property Rights

*Rachna Singh Puri • Arvind Viswanathan*



This book covers key aspects of intellectual property rights (IPR) from the perspective of an intellectual property owner of a creation and for beginners in the IPR Profession. It is designed to give the reader a complete picture of all the different forms of intellectual property. To that end, the book is designed in such a way that it starts from an individual's perspective as one who has created or will create intellectual property. Then the methods and procedures required to be followed to procure the protection in an effort to familiarize the reader with the procedural aspects.

This book also focuses on patents and related aspects in a greater manner, due to the complexity and the detail oriented, and the technical nature of the field. Several chapters are dedicated to patent related matters, including patent preparation, prosecution, patenting strategy, patent reading, patent searching and analysis, and so on. The underlying principles behind the laws and rules related to patents are presented, and its applicability in everyday work is also provided. Subsequently, the nuances related to three jurisdictions, including India, European Union and U.S. are also discussed. In this manner, a global perspective towards protecting one's intellectual efforts, utilizing one or more of the intellectual property rights available is given to the reader.

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