



# Country-by-Country Profiles, Volume 2, Intellectual Property in the Global Marketplace, 2nd Edition

*Melvin Simensky, Lanning Bryer, Neil J. Wilkof*

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## **Country-by-Country Profiles, Volume 2, Intellectual Property in the Global Marketplace, 2nd Edition**

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Intellectual property exploitation is a hot topic in international business. The cost and difficulty of introducing new products to the consumer markets leads companies to take better advantage of existing intellectual property, which can include patents, trademarks, technology, and copyrights. Companies with intellectual property must understand the value of their own property, extract the absolute maximum during their licensing and joint venture deals, make themselves attractive to investors who may be wary of investing in a company with no tangible assets, and protect their product from infringement. What makes this process more difficult is that they must now also do this on a global level, working in multiple foreign markets that have diverse and constantly changing laws. This set aims to help companies gain an advantage in the global market. It focuses on developing trends in valuation, exploitation, and the protection of intellectual property.

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