

The book was found

Legally Branded (Brand Law - Logos, Trade Marks, Designs, Copyright & Intellectual Property, Internet Law & Social Media Marketing)

Legally Branded®

Logos, Trade Marks, Designs,
Copyright, Intellectual Property,
Internet Law, Social Media, Marketing



Shireen Smith



Synopsis

Would you like to have access to the same legal expertise that the world's top brands use to make their products and services stand out from the competition? Well, now you can. This user-friendly guide gives an insight into all the legal aspects of branding, and provides an invaluable aid for any small to medium-sized business. Once you get to grips with the relevant issues, you'll know how best to position your business for long-term success. Even if you don't aspire to be a brand, you'll find this handbook indispensable in helping you sidestep all manner of common legal problems and pitfalls in business. You will discover: how to avoid infringing on the copyright, design and trade mark rights of others the most effective ways to use domain names and search engine optimisation why it's important to own names, logos, slogans, designs and innovations, and how to go about this how to retain the rights you need when engaging staff or outsourcing when to avoid making information public so you don't lose valuable rights how to manage your reputation in the digital word-of-mouth environment of social media

Shireen Smith qualified as solicitor over 25 years ago, and is the founder of Azrights, a brand-centric Intellectual Property law firm. She is an expert in the field of trade marks, copyright and brand management, and writes extensively about the subject. Aside from her various blogs, Shireen's work has been published in numerous journals and she has been a regular speaker at the British Library, LSE and conferences held by Central Law training.

Book Information

File Size: 1128 KB

Print Length: 294 pages

Simultaneous Device Usage: Unlimited

Publisher: Rethink Press (June 18, 2014)

Publication Date: June 18, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00L4KTKG0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #407,040 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #15
in Books > Law > Intellectual Property > Patent, Trademark & Copyright > Trademark #28
in Kindle Store > Kindle eBooks > Law > Intellectual Property > Patent, Trademark & Copyright
#138649 in Kindle Store > Kindle eBooks > Nonfiction

[Download to continue reading...](#)

Legally Branded (Brand law - Logos, Trade Marks, Designs, Copyright & Intellectual Property, Internet Law & Social Media Marketing) Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Intellectual Property in the New Technology Age: 2016: Vol. I Perspectives, Trade Secrets and Patents (Intellectual Property in the New Technological Age) Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man Intellectual Property: Supreme Court Contemporary Decisions (Intellectual Property Law Series) Como Crear Un Plan De Marketing Eficaz: Guía para novatos y expertos para crear un estrategia de marketing efectiva (Internet Marketing nº 2) (Spanish Edition) 27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips fo Book 1) Marketing de Atracción y Multinivel por Internet: Construya un Exitoso Negocio de Multinivel, aplicando los Secretos del Marketing de Atracción a través del Internet (Spanish Edition) No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series) Patent, Copyright & Trademark: An Intellectual Property Desk Reference Intellectual Property: Patents, Trademarks, and Copyright (Nutshell Series) Plagiarism, Copyright Violation, and Other Thefts of Intellectual Property: An Annotated Bibliography with a Lengthy Introduction Instagram Marketing Made (Stupidly) Easy ("Social Media Marketing Made Stupidly Easy" Book 5) Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... and Grind Your Competition into the Dirt Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks) Legal Thriller: Predatory Kill: A Brent Marks Legal Thriller (Brent Marks Legal Thrillers Book 2) Legal Thriller: The Spy Files, A Courtroom Drama: A Brent Marks Legal Thriller (Brent Marks Lawyer Legal Thrillers Series Books Book 7) Copyright Law for Librarians and Educators (Copyright Law for Librarians and Educators: Creative

Strategies & Practical Solutions)

[Dmca](#)