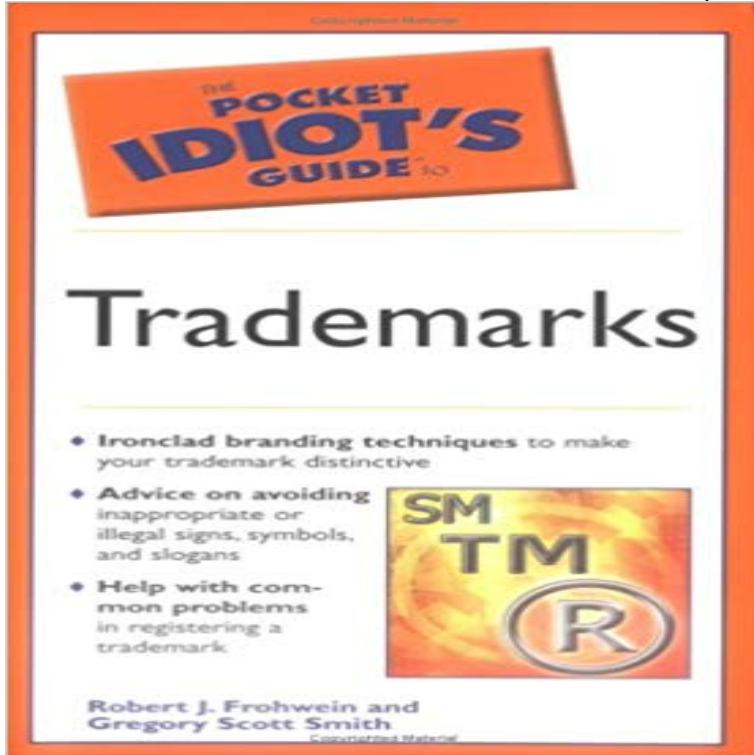


# Pocket Idiots Guide to Trademarks (The Pocket Idiots Guide)



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

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