



Protecting Your #1 Asset: Creating Fortunes from Your Ideas (Rich Dad's Advisors)

Michael A. Lechter

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Since failing to know the rules can lead to disaster, this book will familiarize readers with the basics they need for protecting their company's critically important rights involving copyright, patents, trademarks, & all other aspects of intellectual property. Protecting Your #1 Asset & Learn How to: * Turn your ideas into intellectual property assets * Identify & benefit from potential intellectual property assets that you may already own * Avoid inadvertently giving away your rights * Use your intellectual property to build barriers to your competition * Generate cash flow by licensing your intellectual properties to others * Use intellectual property to aid in raising capital, & as an alternative to raising capital.

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