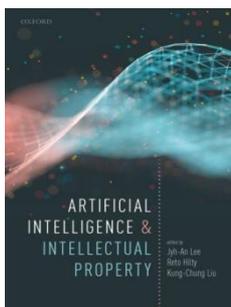


Artificial Intelligence and Intellectual Property

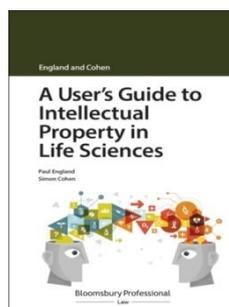


v pevné vazbě, 464 stran
vyd. Oxford University Press, II/2021
ISBN 9780198870944

katalog.cena cca 2.660 Kč vč.DPH
v této nabídce **2.260 Kč** vč.DPH

Artificial Intelligence (AI) has become omnipresent in today's business environment: from chatbots to healthcare services to various ways of creating useful information. While AI has been increasingly used to optimize various creative and innovative processes, the integration of AI into products, services, and other operational procedures raises significant concerns across virtually all areas of intellectual property (IP) law. While AI has drawn extensive attention from IP experts globally, this is the first book providing a broad and comprehensive picture from the perspectives of the very nature of AI technology, its commercial implications, its interaction with different kinds of IP, IP administration, software and data, its social and economic impact on the innovation policy, and ultimately AI's eligibility as a legal entity.

User's Guide to Intellectual Property in Life Sciences



v měkké vazbě, 880 stran
vyd. Bloomsbury Professional, III/2021
ISBN 9781526511751

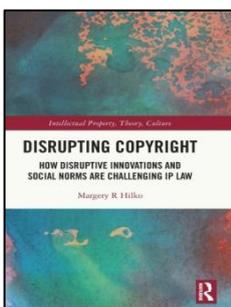
katalog.cena cca 3.660 Kč vč.DPH
v této nabídce **3.100 Kč** vč.DPH

Life Sciences is one of the most innovative and complex areas of law. It is currently undergoing a period of intense transformation, with companies facing an ever-increasing level of regulation as well as strict cost management in order to remain competitive and profitable. The latest in "A User's Guide to..." series it covers life sciences in relation to: - patents- copyright- trade marks; and - data protection. The book covers UK law with references to significant EPO cases.

A key part of the book is the coverage of case law. Case studies and detailed analysis of the key cases, eg the Kymb mouse case, the human genome sciences case, and the pregabalin case feature heavily helping to put this often complex area of law into context. Where appropriate and for comparison purposes, approaches of key foreign jurisdictions are summarised and for ease of use there are clearly signposted.

A key text for practitioners specialising in life sciences and intellectual property in general and patents officers dealing with life sciences applications.

Disrupting Copyright



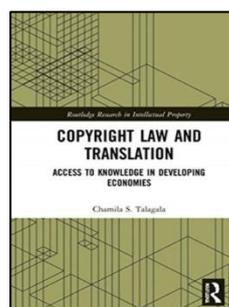
v pevné vazbě, 224 stran
vyd. Routledge, II/2021
ISBN 9780367354978

katalog.cena cca 3.980 Kč vč.DPH
v této nabídce **3.380 Kč** vč.DPH

New innovations are created every day, but today's business leaders are focused on finding disruptive innovations which are cheaper and lower performing than upmarket technologies. They create new markets, and challenge the status quo of existing technological thinking creating uncertainty both in the future of the innovation and the outcome of the market upheaval. Disruptive innovation is an influential innovation theory in business, but how does it affect the law? Several of these technologies have brought new ways for individuals to deal with copyright works while disrupting existing market expectations, while their ability to spawn social norms has presented challenges for legislation.

Considering disruptive innovation as a class, this book examines innovations that have impacted copyright in the past, what lessons can be learned from how the law interacted with them, and how the law can successfully deal with them going forward. Creating comprehensive guidance that can be used when faced with disruptive innovations with the aim of more successful legislation, it considers whether copyright law itself has been disrupted through these innovations. Exploring whether disruptive innovations as a class have unique properties that necessitate action by legislators and whether these properties have the possibility to disrupt the law itself, this book theorises how the law should deal with disruptive innovations in general, going beyond a discussion of the regulation of specific innovations to develop a framework for how law makers should deal with disruptive innovations when faced by one.

Copyright Law and Translation

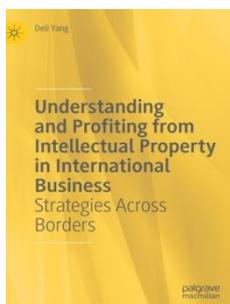


v pevné vazbě, 238 stran
vyd. Routledge, V/2021
ISBN 9780367861063

katalog.cena cca 3.980 Kč vč.DPH
v této nabídce **3.380 Kč** vč.DPH

Arguing that the translation of scientific and technical learning materials, and the publication of these translations in a timely and affordable manner, is crucially important in promoting access to scientific and technical knowledge in the developing world, this book examines the relationship between copyright law, translation and access to knowledge. Taking Sri Lanka as a case study in comparison with India and Bangladesh, it identifies factors that have contributed to the unfavourable relationship between copyright law and the timely and affordable translation of scientific and technical learning materials, such as colonisation, international copyright law, the trade interests of the developing economies and a lack of expertise and general lack of awareness surrounding copyright law in the developing world. Highlighting the need to reform international copyright law to promote the needs and interests of developing countries such as Sri Lanka, the book points to a possible way forward for developing countries to achieve this and to address the problem of striking a proper and delicate balance in their copyright laws between the protection of translation rights and the ability of people to access translations of copyright protected scientific and technical learning materials.

Understanding and Profiting from Intellectual Property in International Business



v pevné vazbě, 322 stran
vvd. Springer Nature, 3.vydání,
IV/2021
ISBN 9783030540333

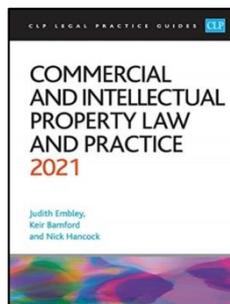
katalog.cena cca 3.180 Kč vč.DPH
v této nabídce **2.540 Kč** vč.DPH

This book covers cross-border strategies to understand and profit from intellectual property. It starts with a basic overview of IP before focusing specifically on international business contexts. The book then explores factors that affect IP-related business activities in different countries.

Next, follows a discussion of the importance of managing IP valuation, people, and products, which leads into an examination of strategies for obtaining value from IP-related activities, including licensing. This edition updates the contents and adds new contemporary cases, such as internet-based crimes and trademarked sport brands. Readers will gain an understanding of the significance of IP to corporate success in the increasingly globalized world.

With updated knowledge on deriving value from IP, this book will provide insights for practitioners to deal with cross-border issues of IP, and for scholars across disciplines to advance studies of cross-border issues and conflicts in IP.

Commercial and Intellectual Property Law and Practice 2021

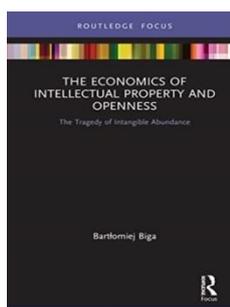


v měkké vazbě, 572 stran
vvd. College of Law Publishing,
I/2021
ISBN 9781913226831

katalog.cena cca 1.200 Kč vč.DPH
v této nabídce **1.020 Kč** vč.DPH

Commercial and Intellectual Property Law and Practice provides a detailed guide to the four major elements of commercial law and practice. Part I offers a thorough introduction to commercial agreements; Part II tackles the additional problems created when drafting international sales agreements; Part III introduces the protection and exploitation of intellectual property; and Part IV outlines the general principles of competition law and examines how it may affect the drafting and operation of commercial agreements. The book has been developed to provide international comparisons and context in key areas of commercial and IP law, alerting students and practitioners to issues they may encounter in cross-border practice, from international conventions which harmonise rights and obligations, to notable variations in how domestic laws control trading activity. This wide-ranging area of study and practice continues to expand, almost exponentially, with the pace of globalisation. That is unlikely to change and it is intended that this work will continue to respond to the needs and requirements of readers, having regard to the reality that in-depth scrutiny of complex topics will remain the preserve of more specialist works.

Economics of Intellectual Property and Openness



v pevné vazbě, 114 stran
vvd. Routledge, IV/2021
ISBN 9780367565657

katalog.cena cca 1.500 Kč vč.DPH
v této nabídce **1.280 Kč** vč.DPH

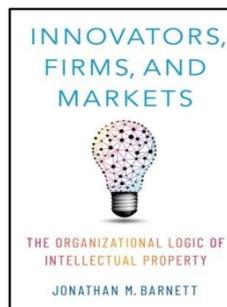
This book focuses on the economic aspects of intellectual property (IP). It includes considerations of the wider category of intangible assets. However, the primary focus is devoted to patents which the author argues are the most vivid example of the Tragedy of Intangible Abundance (TIA).

TIA touches upon a key issue in the contemporary economy. On the one hand, there is an enormous supply of IP, yet, on the other hand, such an abundance does not necessarily solve existing issues but rather creates new ones as well. This book elaborates on the reasons for the emergence of TIA and its consequences.

The author uses clear metaphors to explain very complex issues. The book provides a valuable and interdisciplinary analysis of the field and offers practical solutions. It is based on the data collected by the author during the qualitative research he conducted among a group of start-ups.

It presents guidance on determining which instrument is the most efficient for a particular situation. It also provides arguments for decision-makers and their advisors as to why a more open approach towards intellectual property would be more beneficial under many circumstances in the contemporary economy. While universal issues are addressed, the author distinguishes the European perspective too. The book is written in a clear and concise style and covers all of the crucial aspects of IP management. It will find an audience among scholars of economics and business.

Innovators, Firms, and Markets



v pevné vazbě, 256 stran
vvd. Oxford University Press, II/2021
ISBN 9780190908591

katalog.cena cca 1.000 Kč vč.DPH
v této nabídce **840 Kč** vč.DPH

Conventional wisdom holds that robust enforcement of intellectual property (IP) rights suppress competition and innovation by shielding incumbents against the entry threats posed by smaller innovators. That assumption has driven mostly successful efforts to weaken US patent protections for over a decade. This book challenges that assumption. In *Innovators, Firms, and Markets*, Jonathan M. Barnett confronts the reigning policy consensus by analyzing the relationship between IP rights, firm organization, and market structure. Integrating tools and concepts from IP and antitrust law, institutional economics, and political science, real-world understandings of technology markets, and empirical insights from the economic history of the US patent system, Barnett provides a novel framework for IP policy analysis.

His cohesive framework explains how robust enforcement of IP rights enables entrepreneurial firms, which are rich in ideas but poor in capital, to secure outside investment and form the cooperative relationships needed to transform a breakthrough innovation into a marketable product. The history of the US patent system and firms' lobbying tendencies show that weakening patent protections removes a critical tool for entrants to challenge incumbents that enjoy difficult-to-match commercialization and financing capacities. Counterintuitively, the book demonstrates that weak IP rights are often the best entry barrier the state can provide to protect entrenched incumbents against disruptive innovators.