



Pocket Idiot's Guide to Trademarks (The Pocket Idiot's Guide)

Robert J. Frohwein, Gregory Scott Smith

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Pocket Idiot's Guide to Trademarks (The Pocket Idiot's Guide) Robert J. Frohwein, Gregory Scott Smith *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 Idiot's 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.

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