



The Defense Of The Mieza Hchip

Robert Cantrell

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The differences between winning and losing intellectual property strategies are often subtle. Adopted best practices often only establish a place in the contest. Actually winning can take much more. Join the new Head of IP at Mieza Technologies as he seeks to defend Mieza Technology's Horse Chip, an artificial intelligence device that allows automobiles to override driver commands that would otherwise cause accidents. Through a series of IP strategy war games disguised as dreams he learns that patents alone will not win the day and that often the best defense needs a good offense as well. The Defense of the Mieza HChip is the first in a series of IP strategy books written by Think IP Strategy. This book focuses on the protection and exploitation of IP in hi-tech. Additional titles in the series will address life sciences, entertainment, consumer products, and other industries.

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