

# Preface

*Own It— The Law & Business Guide to Launching a New Business through Innovation, Exclusivity and Relevance* explains the mysterious but critical relationship between intellectual property and innovation in simple, business language to provide advice on the financing, planning, legal structures and corporate strategies used by successful start-up companies.

The book first focuses on the legal and business attributes of exclusivity and relevance to educate entrepreneurs how best to build market share and maximize profitability. Using numerous examples, it helps entrepreneurs organize their business to maximize profitability.

Chapters on relevance and innovation focus on how to identify the opportunities for changes in processes and markets. It contrasts the market relevance of a patented medicine for a medical patient from the “social relevance” of a Barbie Doll for a child. Using simple descriptions and numerous examples, the book explains how intellectual property assets can build social and market relevance into products and services.

The Intellectual Property Reference Guide carefully explains patent, copyright, trademark, publicity rights and similar tools in the language of the start-up business. The reference guide illustrates how to use intellectual property to reduce competition and increase profitability.

Because the relationship between the entrepreneur and investor is critical to success, the book also explores financing options and suggests how to align the interests of investors and employees with those of the entrepreneurs. Through examples and charts, entrepreneurs can identify their own business goals to help them clarify the relationship with investors. Together with nuts-and-bolts information on the start-up phase of business, this book provides the keys to building an economically stable business and secure financial future.

Better than a get rich quick scheme, *Own It* provides the manual for making start-up companies profitable, stable and built to last.

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