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## INTRODUCTION

This latest edition to the Straightforward Guides Series, A Straightforward Guide to the Law and Intellectual Property, deals comprehensively and clearly with a complex, elusive and rapidly changing area, of importance to those engaged in the commercial world, or to teachers of the subject.

The law of intellectual property impinges upon the lives of many people, whether traders, artists, musicians or designers. Whatever we do, whatever we create, we need to understand what protection the law affords our endeavours.

This brief book introduces the reader to the meaning of intellectual property and deals in depth with the various aspects of intellectual property such as:

- Patents and patent law, protecting the inventor
- Confidential information and breach of confidence,
- Trademarks, distinguishing one trader's goods from another
- Passing off, appropriating and damaging goodwill
- Character merchandising,
- Copyright and infringement of copyright and, finally, design rights.

Overall, the reader, whether student or layperson, trader or artist, will benefit from the introduction offered in this book. The information is highlighted by examples of case law.

Matthew Ward 2004