

## CHAPTER OVERVIEW

### 18: Intellectual Property

#### Learning Objectives

After reading this chapter, you should understand the following:

- The principal kinds of intellectual property
- The difference between patents and trade secrets, and why a company might choose to rely on trade secrets rather than obtain a patent
- What copyrights are, how to obtain them, and how they differ from trademarks
- Why some “marks” may not be eligible for trademark protection, and how to obtain trademark protection for those that are

[18.1: Introduction to Intellectual Property](#)

[18.2: Patents](#)

[18.3: Trade Secrets](#)

[18.4: Copyright](#)

[18.5: Trademarks](#)

[18.6: Cases](#)

[18.7: Summary and Exercises](#)

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