



Stanford eCorner

Importance of Patents and Intellectual Property

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Video URL: <http://ecorner.stanford.edu/videos/1415/Importance-of-Patents-and-Intellectual-Property>

Goldberg talks about how understanding the importance of intellectual property, patents, trademarks and copyrights is essential in today's industries.



Transcript

Probably the most tangible thing that I think is perhaps per the curriculums now that wasn't a part of the curriculum when I came through was issues related to intellectual property, patents, trademarks, copyrights. All of those things are essentially important to many of the industries that you, guys, may have interest in that I've been a participant or investor in. And those all had to be self taught. So understanding more about the role of intellectual property, the role of patents. What's a good patent? What's relevant about a patent? What's important about maintaining trademark protection in your young emerging enterprise? How to secure properly policed copyright benefits for yourselves and your companies with all things that I had to learn in a school of orthodox among other things but that was something that could have been taught in a sitting.