Have you read this?

Poof! Plant profits in peril: a patent & trademark storybook for horticulturalists
by Allison Frederick
<http://holliscatalog.harvard.edu/?itemid=|library/m/aleph|014119840>
Call number: AO F87p

Patents, trademarks, marketing and branding are traditionally some of the least exciting subjects for horticulturists. Marred with a dismaying array of ambiguous terms and what seems like a never-ending slew of exceptions to every “rule,” many business owners risk losing a fortune by electing to ignore these important areas of their businesses. **Poof! Plant Profits in Peril** is a refreshing, easy-to-read, patent, trademark and branding storybook that teaches horticulturists to maximally profit from their protected plant assets by successfully negotiating some of the most common pitfalls of the complex, intellectual property world.

**ALSO AVAILABLE**


