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Jon O. Nelson of Banner & Witcoff selected by Aspatore Books as author in new authoritative book, *Intellectual Property Client Strategies: Leading Lawyers on Capitalizing, Protecting and Advising Clients on IP Assets (Inside the Minds)*

Boston, MA, December 12, 2007 -- Jon O. Nelson, Senior Partner of Banner & Witcoff, has been recognized as a leader in Intellectual Property Law by being selected as an author in the recently released book, *Intellectual Property Client Strategies*, published by Aspatore Books. *Intellectual Property Client Strategies*, ISBN: 9781596227606, is an authoritative, insider's perspective on best practices for counseling clients on their intellectual property rights. Featuring partners and chairs from some of the nation's leading law firms, these experts guide the reader through the intricacies of IP law, discussing trademarks, patents, copyrights, trade secrets, portfolios, licensing, transactional due diligence, and more. From developing a clear understanding of a client's rights and regulations involving their IP assets to strategies for successful case preparation and essential documentation, these leaders offer expertise on understanding a client's goals and motivations, asking key questions, developing a case theory, and keeping open to alternative dispute resolution methods. Additionally, these top lawyers give tips on cost and benefit analysis, dealing with bad facts, conducting IP audits, and properly displaying, using, and policing trademarks. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today as these experienced lawyers offer up their thoughts around the keys to navigating an increasingly-enforced and ever-changing area of law.

The Inside the Minds series is revolutionizing the business book market by publishing an unparalleled group of executives and providing an unprecedented introspective look into the leading minds of the business and legal world. For complete information on Inside the Minds, please visit www.Aspatore.com or email store@aspatore.com. This book can be purchased immediately by visiting <http://www.aspatore.com/store/bookdetails.asp?id=589> and is available through bookstores nationwide. To order a copy of this book, you can also call 1-866-ASPATORE.

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Contact: rpollock@aspatore.com

Phone: 1-866-ASPATORE

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