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# Lawrence Apolzon Wins Literary Award for “From Edison to iPod: Protect Your Ideas and Make Money”

Co-Authored Guide to Intellectual Property Law Earns Sole Gold Medal in the Category of “Entrepreneurship” at Axiom Business Book Awards

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All too often, inventors, artists, and other creators rush their ideas to market without fully safeguarding their intellectual property rights. Understanding their options is critical to making informed business decisions. This is one of the reasons Apolzon co-authored [“From Edison to iPod”](#) with Frederick Mostert, who is Chief Intellectual Property Counsel of the Rlichemont Group of Companies in London. The book provides entrepreneurs, writers, inventors, and other business professionals with practical information and actionable guidance on leveraging current intellectual property law to protect their commercial ideas. It addresses major areas of IP law, including trademarks, copyrights, rights of publicity, design patents, trade secrets, and utility patents, and offers tips and a checklist to help readers apply the reference material to their own IP management process. “From Edison to iPod” was released in 2007 by DK Publishing, which is part of Penguin Group, the second-largest English-language trade book publisher in the world.

The Axiom Business Book Awards honor the year’s top business books. There were nearly 400 entries and 25 categories under which books are judged, including Accounting, Economics, Entrepreneurship,

Human Resources, Investing, Leadership, Personal Finance, and Sales. Only one gold medal is awarded for each category and the entrepreneurship category was the second most competitive in terms of participation.

The book can be purchased at Amazon.com [here](#).

### **Primary Contacts**

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