



Pine Ten, LLC

For Immediate Release

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## **FUN WITH PATENTS**

### **The Irreverent Guide for the Investor, the Entrepreneur, and the Inventor**

*Patents don't have to be a dry and boring subject and inventors, investors and business people may (and should) enjoy using them to their advantage. Kfir Luzzatto, a seasoned patent attorney as well as a fiction writer, introduces important patent concepts in a humanly understandable fashion, with down-to-earth, practical advice.*

VALLEY COTTAGE, New York – Working with patents may be intimidating to investors, entrepreneurs and inventors and, indeed, on the practical level requires extensive knowledge. Generally, the available patent literature is directed either to patent practitioners, or to those who (misguidedly) seek to “do-it-themselves”.

The need remains for a book that introduces important patent concepts to regular people in a humanly understandable fashion, with down-to-earth, practical advice and, more importantly, which is not boring, as many patent books unavoidably are to readers who are not patent practitioners.

As the title of the book implies, patents don't have to be a dry and boring subject, and the reader may (and should) enjoy using them to his advantage. This book does not replace legal advice, but will introduce the reader to the world of patents. Readers will understand the basic principles that govern the patent system internationally and will be able to get better-focused advice from their patent practitioners.

“I have dealt with inventors and entrepreneurs for longer than I care to admit”, says Kfir Luzzatto, a seasoned patent attorney as well as a fiction writer, “and I have assisted both start-ups and multinational companies with their patent needs, literally all over the world. I now wish to use the vast experience that I have acquired working in the Start-Up Nation (Israel), to introduce the reader to important patent concepts, in a fresh and easily understandable manner, with down-to-earth practical advice that is invaluable for investors, entrepreneurs and inventors alike.”

The book, published by Pine Ten LLC, is available in print and in all popular ebook formats, via all major resellers.

For more information on “Fun with Patents” visit the website at <https://kfirluzzatto.com/fun-with-patents>

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***What the experts say...***

“I’ve worked with Kfir for many years and I’m always impressed by his insights. I’m excited he has turned his years of experience and gift for clear straight-forward prose (and a touch of irreverence) into this guide, so that the important world of patents can be better understood by inventors, investors and business people across the globe.”

***Larry Granatelli, Chair of the Intellectual Property Practice Group  
Fenwick & West LLP, Mountain View, CA, USA***

“In ‘Fun with Patents’, Israeli Patent Attorney Kfir Luzzatto shares many reflections from his career. As its introduction says, this book will not teach you everything about patent law or how to be a patent practitioner but, ranging from the critical difference between a patent and a patent application to the reasons not to rush to plough one’s life savings into an invention, it offers much practical guidance on working with inventions. I hope you enjoy as much as I did this light-hearted treatment of some serious subject matter.”

***Andrew Bentham, European and UK Patent Attorney,  
JA Kemp, London, UK***

“Abraham Lincoln once said: ‘The patent system added the fuel of interest to the fire of genius.’

From now on, no inventor, entrepreneur or investor shall be able to claim that protecting an invention is a far too complex maze, to justify that he did not bother patenting his creation and then cry over his wasted R&D. This long-awaited guide on patents eventually sheds light on the most passionating and entertaining area of law, which purpose is precisely to enable those imaginative risk-takers to be rewarded for their work, time and investments.”

***William LOBELSON, Partner  
GERMAIN MAUREAU, Lyon, France***

“I spent a whole day to read this book from beginning to end and it was well worth it! I will also recommend it to the students of the course where I teach: I am sure it will unburden my task.”

***Giorgio Long, Partner - European Patent Attorney  
Jacobacci & Partners Spa, Milano, Italy***

“In the bible it is stated, ‘Many who are first will be last, and many who are last will be first’, but in patent, Who files first is who will be served.

Kfir Luzzatto is among the first to use ‘fun’ in patent related books. You can read this book (Fun with Patents) with much pleasure. This book is easy to understand and consists of A to Z about patents. It is second to none I have seen to know and learn about patents during my thirty-plus years in the field.”

**Bong Sig SONG, Managing Patent Attorney**  
**Y.S. CHANG & ASSOCIATES, Seoul, Korea**

“A very well written, thorough and essential guide for inventors, entrepreneurs and for readers who are not patent practitioners. Easy to read and understand, the book summarizes the important concepts in the patenting process in a very appealing manner which keeps the reader bound to the book. And as the name suggests—a lot of fun for the readers involved.”

**Chetan Chadha, Head: International Department**  
**CHADHA & CHADHA, New Delhi, India**

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## **About the Author**

Kfir Luzzatto was born and raised in Italy and acquired his love for the English language from his father, a former US soldier and WWII veteran, a voracious reader, and a prolific writer. Kfir has a PhD in chemical engineering and manages the well-known Israeli patent law firm *Luzzatto & Luzzatto*. He is a recipient of the prestigious Landau Award for Research and has been granted several patents for his own inventions.

Over the years, Kfir has advised small start-ups and multinational companies alike. He considers himself lucky to have had the opportunity to defend patents to many important products, some of which—Voltaren, Prozac, and Viagra, to mention but a few—will ring a bell for the reader.

Kfir has published extensively in the professional and general press over the years, including a weekly “Patents” column that he wrote for *Globes* (Israel’s financial newspaper). His nonfiction book, ***The World of Patents***, was published in 2002 by Globes Press. He also writes fiction and is the author of numerous short stories and six novels.

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**Book Facts**

Publisher: Pine Ten LLC

Print: ISBN 978-1-938212-33-8, \$24.45, 282 pages, 5.25" x 8" softcover

Kindle: ISBN 978-1-938212-34-5 \$17.95

ePub: ISBN 978-1-938212-35-2 \$17.95

Publ. Date: February, 2016

Media kit: <https://kfirluzzatto.com/media-kit>