



Special Valentine Treat for IP Lovers...BPStore!

BPCouncil launches the first and only online book shop specializing in brand protection and IP titles.

There are online bookstores and there are online book stores. And then, there's **BPStore** – the all-IP online shop that opens its "virtual" doors to the brand protection and intellectual property public this Valentine.

Carrying an extensive selection of IP-related books, reports and other publications, **BPStore** offers the expertise of leading thought leaders and practitioners on a whole gamut of brand protection and intellectual property topics. **BPMembers** can find books on patents, trademark and copyrights...branding and packaging design...global brand integrity management...licensing and marketing ideas... intellectual property in the digital age...wireless security essentials...RFID technologies...and more. Plus, browsers and shoppers can also enjoy our **BP "picks"** (**BPC** Recommended).

BPStore is just one of the many tools **BPCouncil** provides to help its members "empower" brand protection. In this virtual community, BP professionals working for brand owners, intellectual property [technology](#) and [service providers](#), enforcement agencies and [NGOs](#) serving the brand protection community can now find a diverse array of [information](#), [resources](#), [best practices](#) and [networking tools](#) on <http://www.bpcouncil.com>. Professionals can take advantage of the **BPCconnection** networking tool to build and expand their business networks via the web. They also have at their fingertips up-to-date news, [profiles](#) of market leaders, [in-depth](#) stories, the comprehensive [BPCalendar](#), and the extensive [Go to Guide](#) and [RedPages](#) professional directories.

Jodi Joseph, **BPCouncil** director, said, "We're expanding our member services. And BPBookstore fills a yawning gap in the brand protection professionals' toolbox if they are to keep pace with what's going on in the IP world. ."

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About BPCouncil <http://www.bpcouncil.com>

The **BPCouncil**, a member of the **BPIIntelligroup**, is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.