

Monetizing **your** Creativity **and** Innovation

AN INTRODUCTION TO INTELLECTUAL PROPERTY



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This book seeks to contribute to knowledge on Intellectual Property Rights among the youth with the aim of promoting creativity and innovation while providing information on the available modes of monetizing their creativity and innovations.

It introduces the otherwise unfriendly subject of Intellectual Property Rights by using the very popular Ghanaian fictional trickster and god of all knowledge, Kweku Ananse (as sometimes referred to as Anansi) in a conversational dialogue to help the reader explore the concept of intellectual property and its relevance to innovation; how to generate intellectual property; how individuals or businesses can protect their intellectual property, monetize and commercialise it; as well as, enforce their rights in the most practical way possible.

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