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Stuart Green

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BOOK REVIEW

*By Stuart Green**

The Great Catapult: How Integrated IP Management Will Shoot Your Brand to Success. Zeeger Vink with James Nurton. 2020. Pp. 294. \$22.45 (paperback); \$7.95 (e-book). Frangipani.

The inherent value of brands, trademarks, and related intellectual property (“IP”) as business assets may well be assumed knowledge for in-house IP counsel and branding specialists in private practice. The same cannot always be said for many of the C-suite executives, those top-level managers and boards at whose behest we often ply our trade, and who set or significantly influence the parameters within which we operate. There are those C-suite executives who are quick to “get it,” who become ardent advocates for IP; and there are those who are resistant to the essential investment required to establish an effective IP strategy. Then there are those who, once provided with evidence, are pragmatically open to persuasion. Where misunderstanding and mischaracterization persist, it can often be an arduous and thankless task to find available, accessible tools and resources to efficiently and effectively facilitate the “skilling-up” of these key decision makers. Enter *The Great Catapult: How Integrated IP Management Will Shoot Your Brand to Success*.

Not so much a companion piece or text for an IP/trademarks course, but more a management reference resource for the C-suite, Zeeger Vink’s *The Great Catapult* fills this gap in the market. Drawing on experience gained over the course of a distinguished career advising some of the world’s most recognizable brands, Vink expertly navigates the fundamental issues. Vink provides practical, strategic, and operational insight into how companies can, with the right scaffolding and structure, “let IP play its role as a strategic value generator.” He makes a clear case for positioning IP at the heart of strategy in a brand-orientated company and adopting the integrated approach to IP management that he advocates.

The Great Catapult is divided into two parts. Part I, “Analysis,” provides an introduction to IP, its economic contribution, its function, and the necessity of integrated management as part and parcel of company strategy. Part II, “In Practice,” is where *The Great Catapult* reveals its inherent value: providing practical and

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pragmatic commercial insights into the essential role of IP in marketing, business finance, communication, and the way companies can tactically integrate IP into their broader business strategy.

All readers will find value in Vink's example-laden narrative. Experienced trademark practitioners, however, will revel in revisiting, and having reaffirmed, many of the lessons learned working at the coalface of brand protection. The case studies contributed by experienced IP journalist James Nurton, traversing LACOSTE, MICROSOFT, NBA, NETFLIX, and PYRATES, provide critical lessons. These are sure to resonate with the target C-suite: some of these lessons relate to the evolution of strategy, commercial acumen, accrual of a knowledge base, and organizational awareness. Others show the significance of working with an experienced team, early engagement of IP counsel, coordinated approaches to enforcement, and—at its core—the importance of registered trademark rights.

A comprehensive, practical, and accessible work, designed to empower, *The Great Catapult* is destined to find a place on the bookshelf of all forward-looking executives and all those practitioners who take seriously their responsibility to provide clients with easily understandable, holistic advice.
