

Acronyms

AMA	American Marketing Association
B2B	Business-to-Business
B2C	Business-to-Consumer
C2B	Consumer-to-Business
DRM	Digital Rights Management
FTC	Federal Trade Commission
IP	Intellectual Property
IPRs	Intellectual Property Rights
IPS	Intellectual Property System
ISPs	Internet Service Providers
NDA	Non-Disclosure Agreement
P2P	Peer-to-Peer
STP	Segmentation, Target Market and Positioning
TRIPS Agreement	the Agreement on Trade-Related Aspects of Intellectual Property Rights
WIPO	World Intellectual Property Organization



