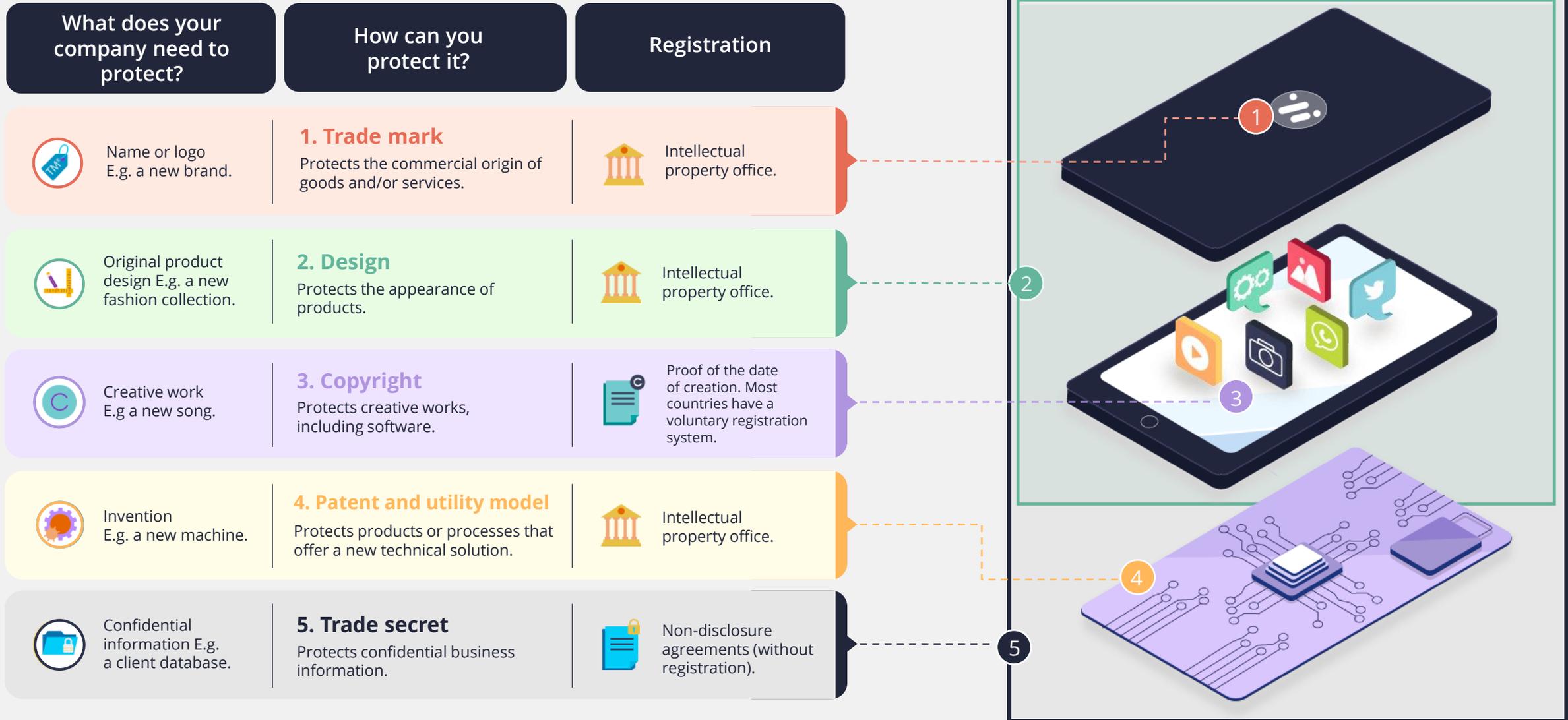
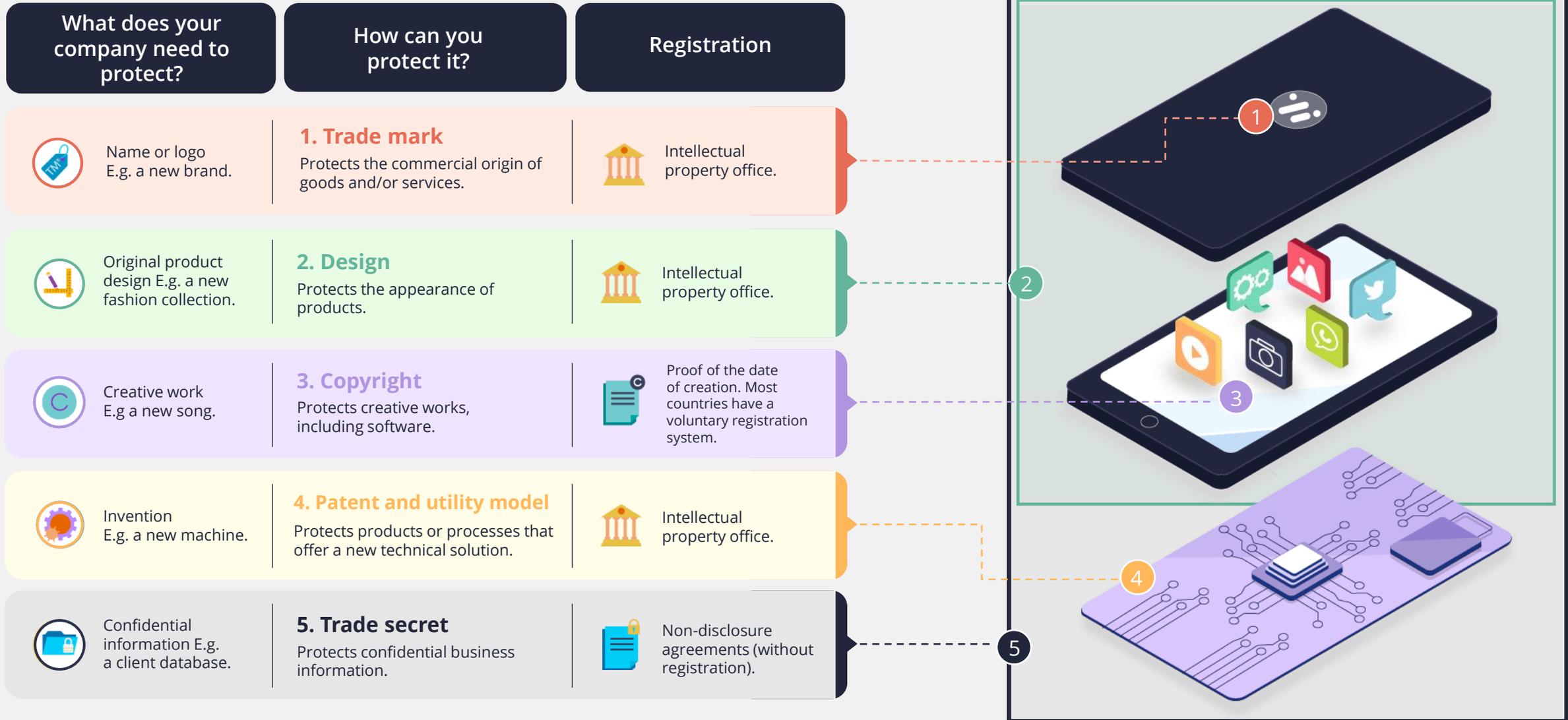


# Protecting your company's assets with intellectual property



# You've established your business, What's next? Protect your assets with intellectual property



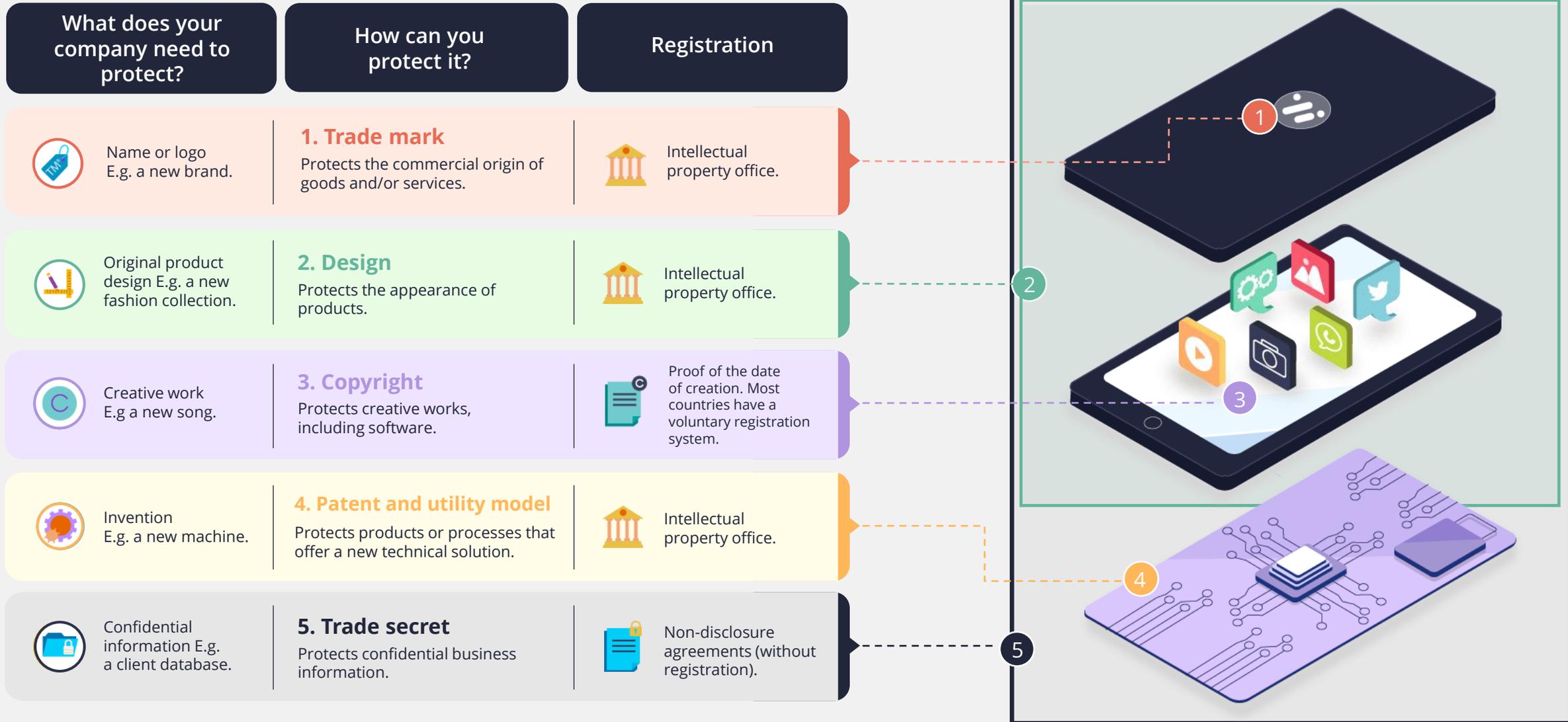
# Intellectual property, protect your company assets with...

What does your company need to protect?	How can you protect it?	Registration
 Name or logo E.g. a new brand.	<b>1. Trade mark</b> Protects the commercial origin of goods and/or services.	 Intellectual property office.
 Original product design E.g. a new fashion collection.	<b>2. Design</b> Protects the appearance of products.	 Intellectual property office.
 Creative work E.g. a new song.	<b>3. Copyright</b> Protects creative works, including software.	 Proof of the date of creation. Most countries have a voluntary registration system.
 Invention E.g. a new machine.	<b>4. Patent and utility model</b> Protects products or processes that offer a new technical solution.	 Intellectual property office.
 Confidential information E.g. a client database.	<b>5. Trade secret</b> Protects confidential business information.	 Non-disclosure agreements (without registration).



# What is intellectual property?

## How to identify it



# Identify your intellectual property

