

Protecting your company's assets with intellectual property

What does your company need to protect?

How can you protect it?

Registration



Name or logo
E.g. a new brand.

1. Trade mark

Protects the commercial origin of goods and/or services.



Intellectual property office.



Original product design
E.g. a new fashion collection.

2. Design

Protects the appearance of products.



Intellectual property office.



Creative work
E.g. a new song.

3. Copyright

Protects creative works, including software.



Proof of the date of creation. Most countries have a voluntary registration system.



Invention
E.g. a new machine.

4. Patent and utility model

Protects products or processes that offer a new technical solution.



Intellectual property office.



Confidential information
E.g. a client database.

5. Trade secret

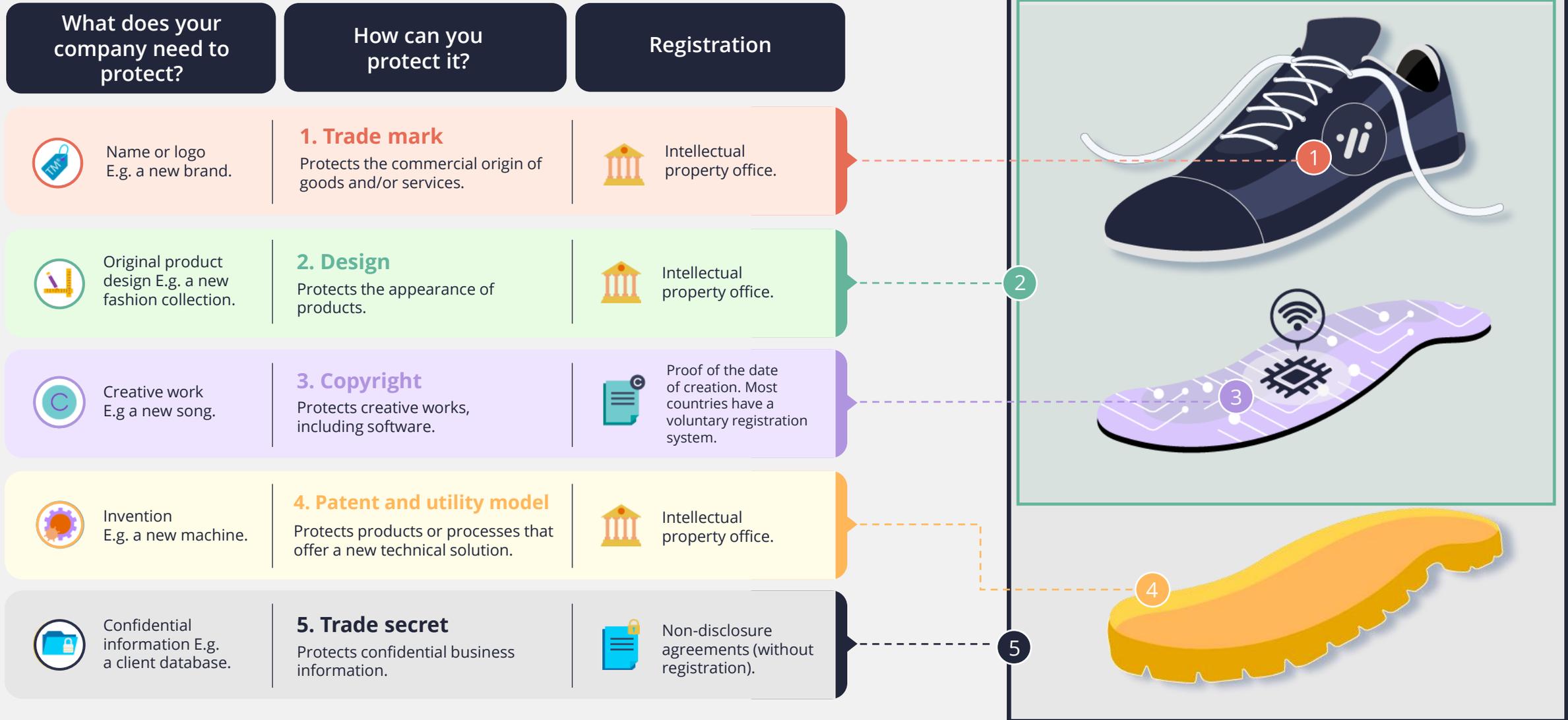
Protects confidential business information.



Non-disclosure agreements (without registration).

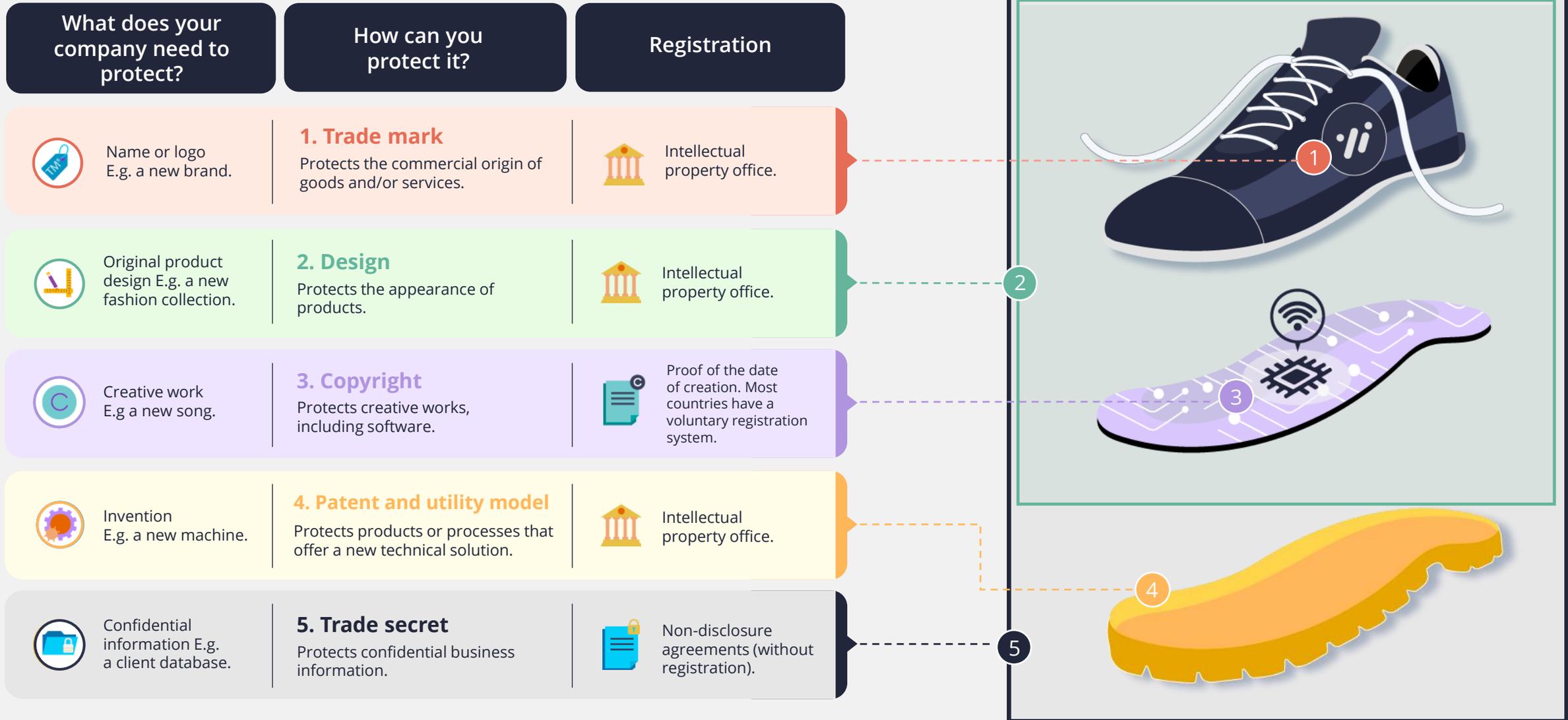


You've established your business, What's next? Protect your assets with intellectual property



What is intellectual property?

How to identify it.



Identify your intellectual property

