Increase your chances for higher profits by making smart use of your intellectual property

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Competitive advantage to outperform competitors

Obtain revenue through selling, licensing and franchising

More easily attract investment with a well-protected business with a competitive advantage

Market exclusivity and identity

Reputation to strengthen market position and build customer loyalty

Exclusive legal actions over a product or service

INTELLECTUAL PROPERTY BENEFITS

Starting a Business

Working with partners

Attracting funding and investment

Developing a new product or service

Expanding abroad

Enforcing my competitiveness

GET SUPPORT

[Free intellectual property support](https://euipo.europa.eu/ohimportal/en/online-services/ip-support)

https://euipo.europa.eu/ohimportal/en/online-services/ip-support

[SME Fund: public funding of intellectual property](https://www.euipo.europa.eu/en/sme-corner/sme-fund/2025)

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Increase your chances for higher profits with a strong intellectual property strategy

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You've established your business, what next? Six reasons to register your intellectual property

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WHY and HOW to register your intellectual property

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