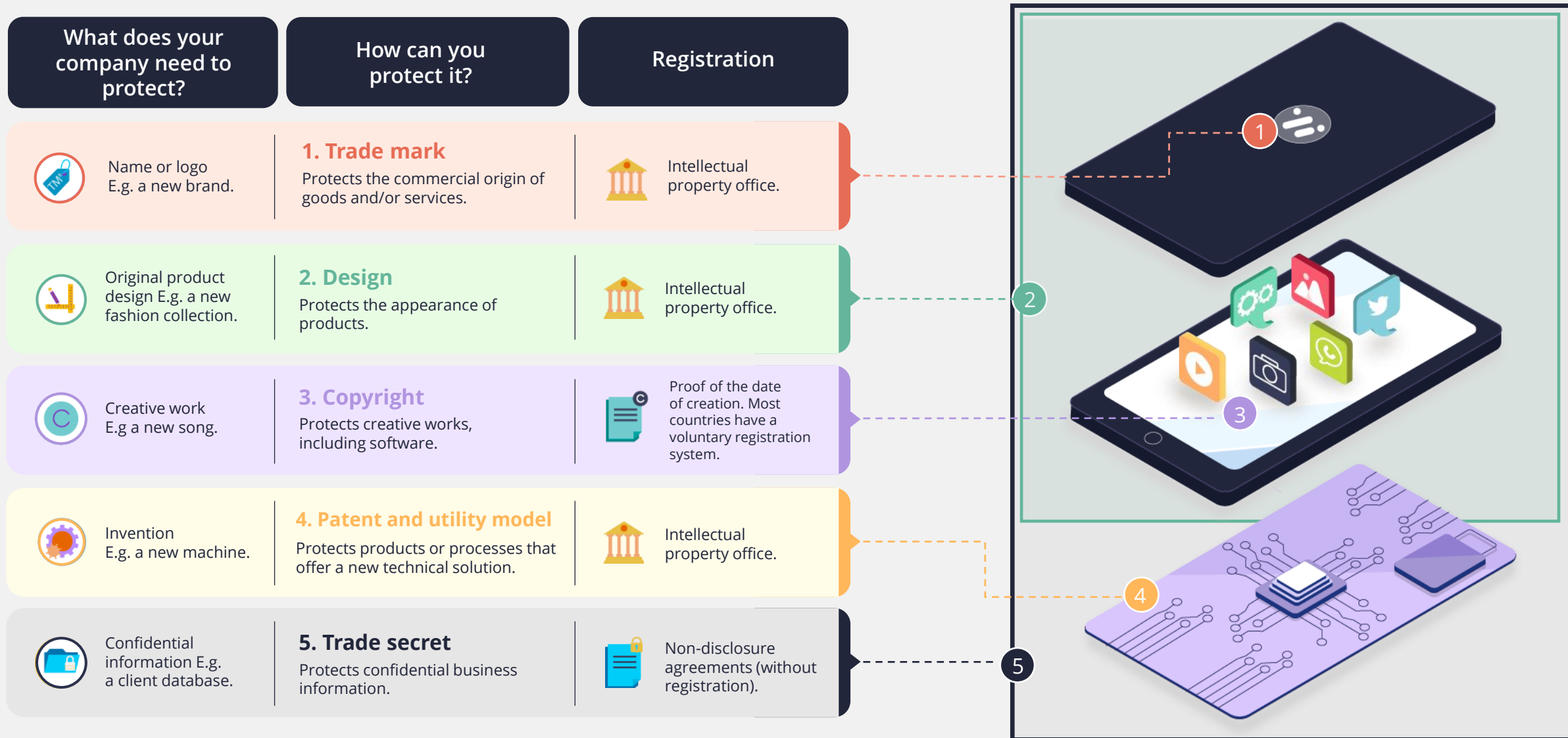
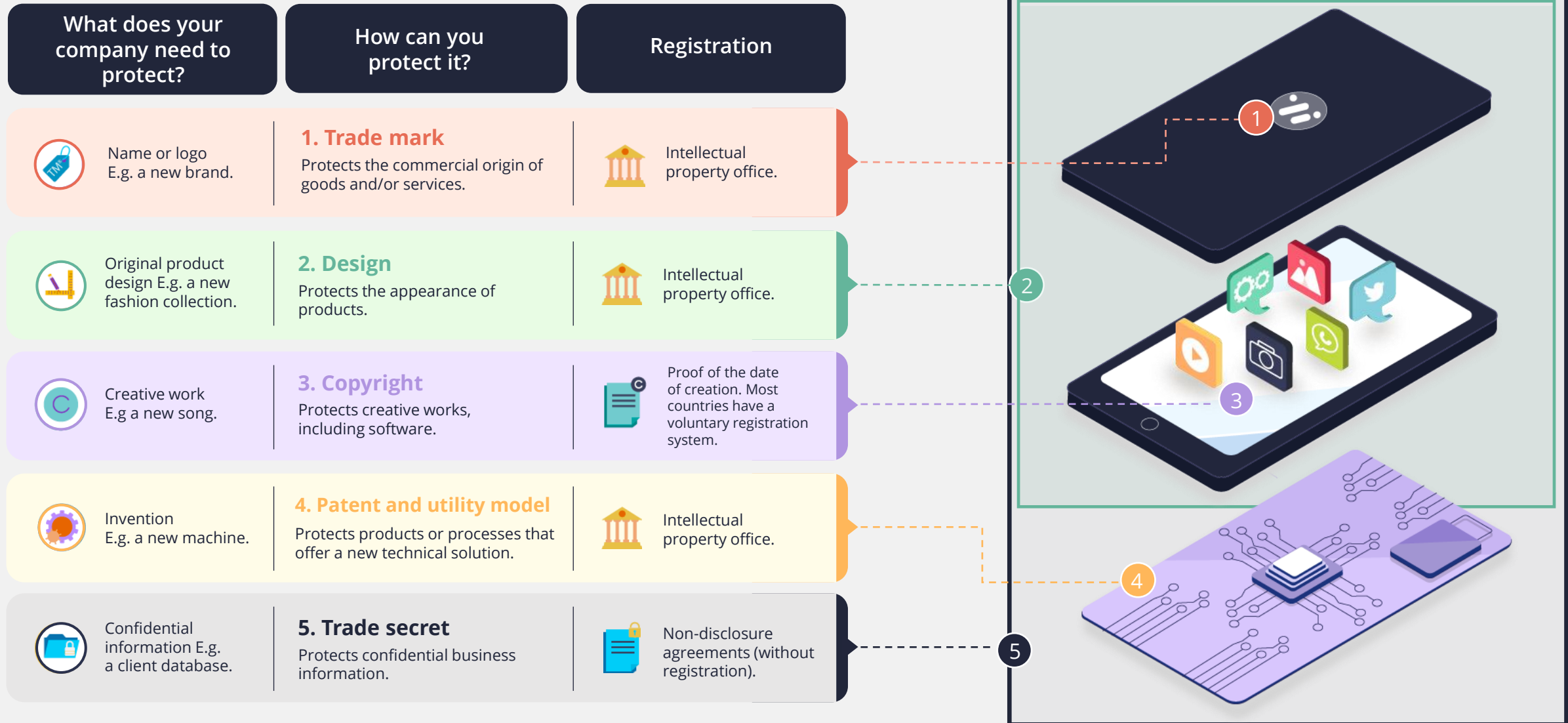


Protecting your company's assets with intellectual property



You've established your business, What's next?

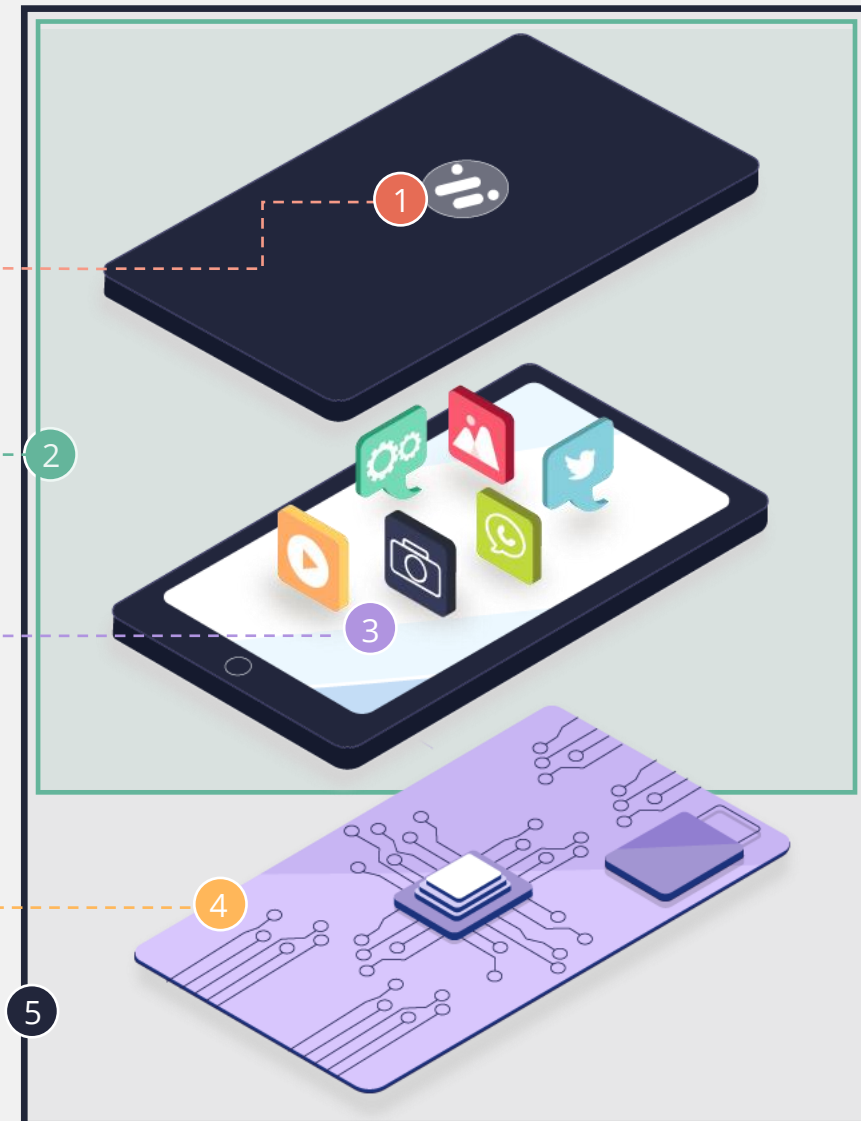
Protect your assets with intellectual property



Intellectual property,

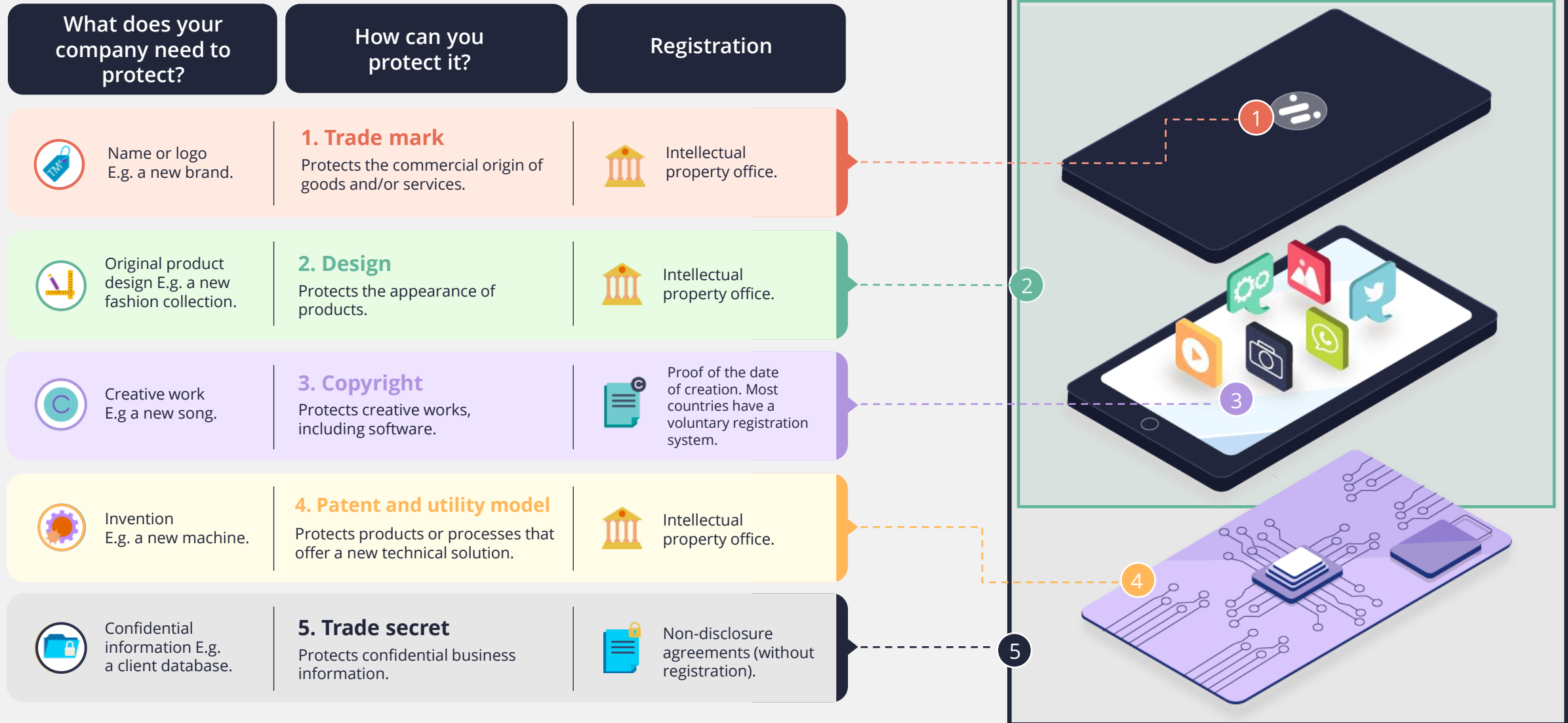
protect your company assets with...

What does your company need to protect?	How can you protect it?	Registration
 Name or logo E.g. a new brand.	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).



What is intellectual property?

How to identify it



Identify your 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).

