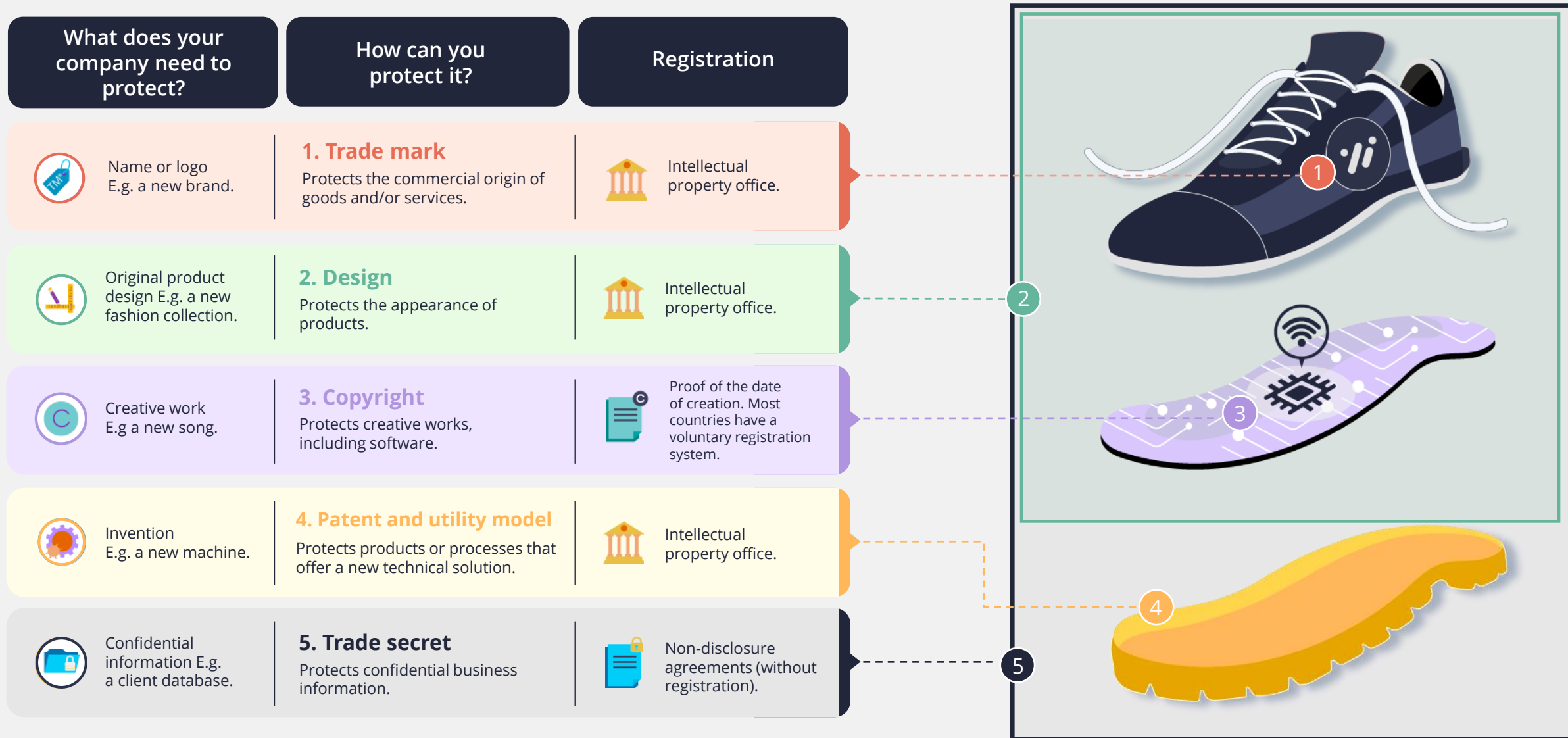
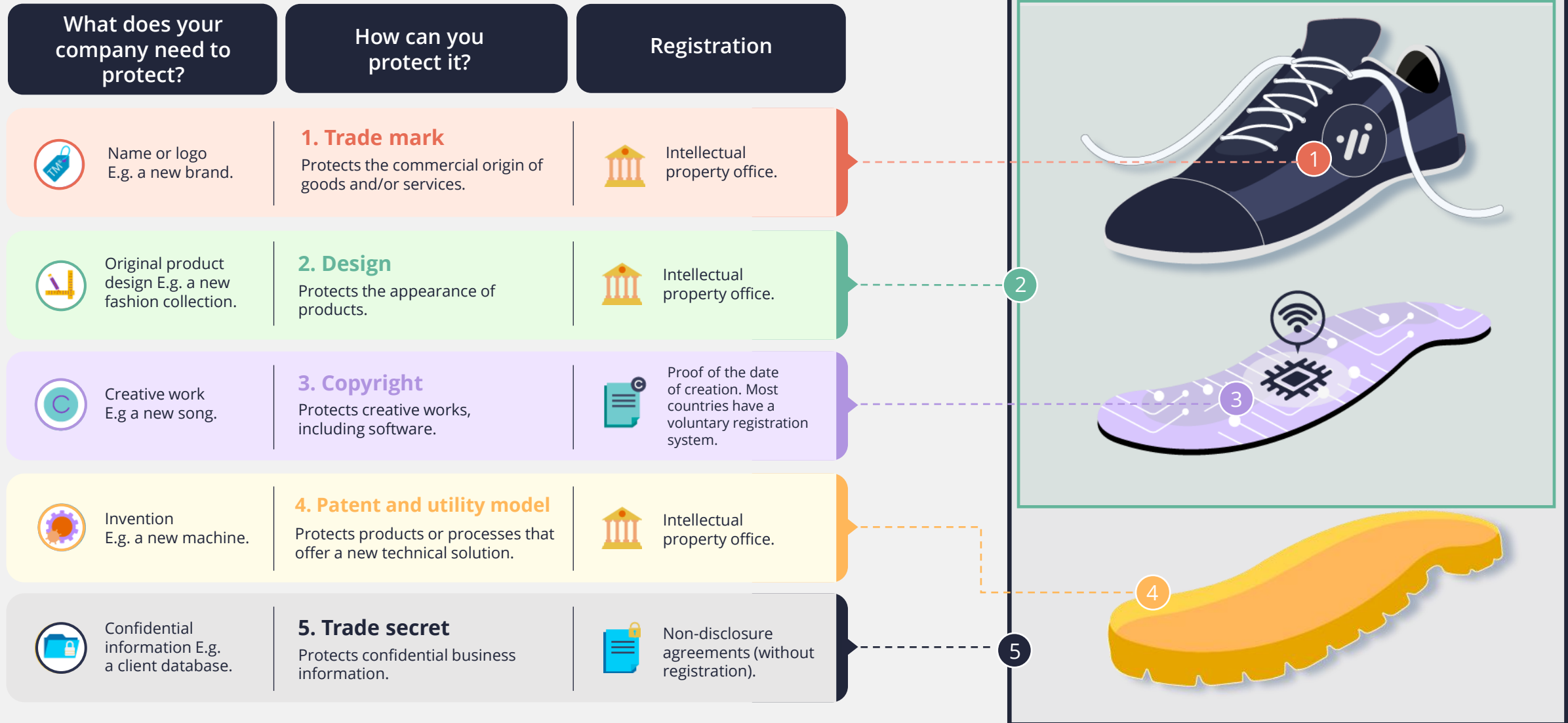


# Protecting your company's assets with intellectual property



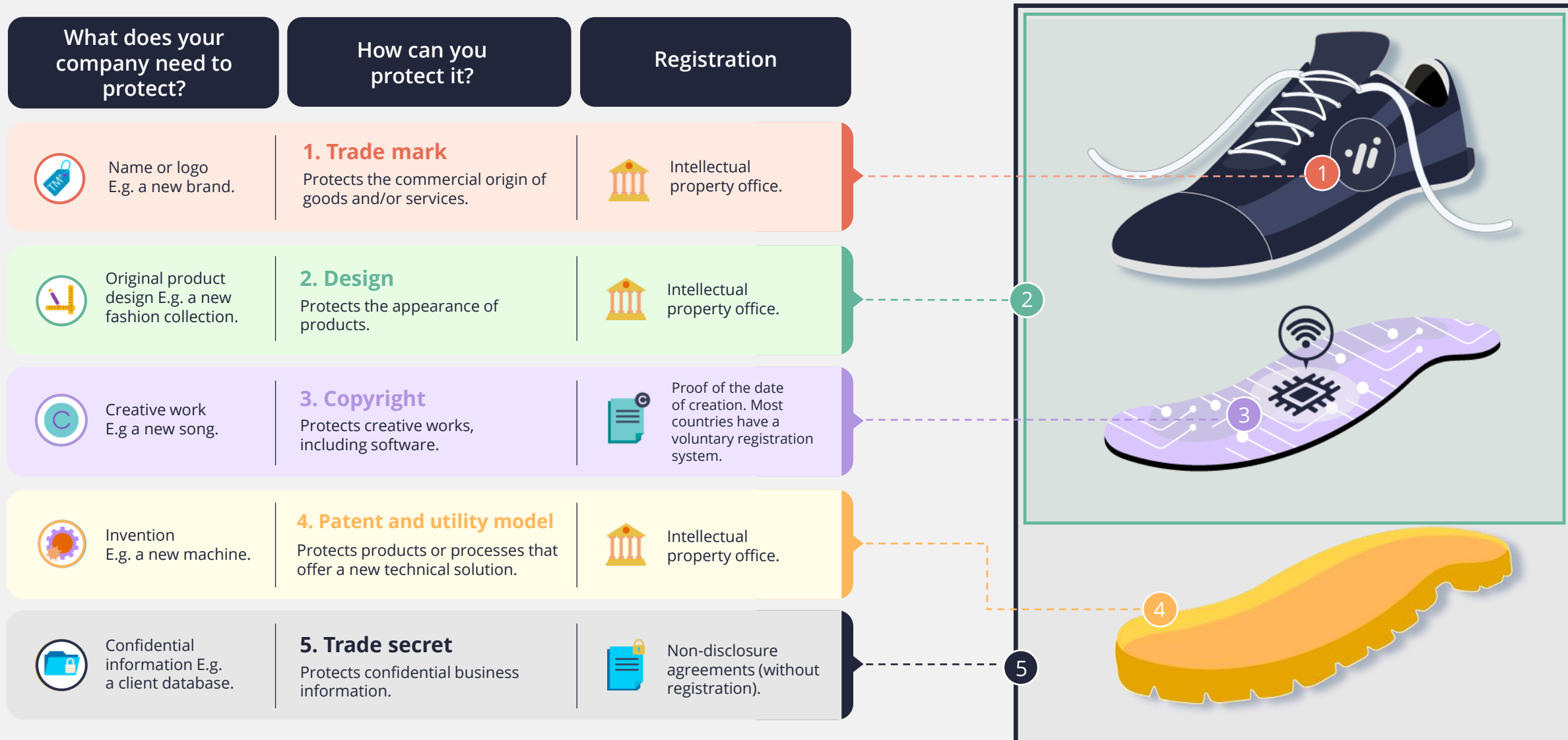
# You've established your business, What's next?

Protect your assets with intellectual property



# What is intellectual property?

## How to identify it.



# Identify your intellectual property

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).

