



Discover the Intellectual Property
in your business



Discover your Intellectual Property

THE INTELLECTUAL PROPERTY IN YOUR BUSINESS

The essential element in the profitable growth of your business is innovation. This innovation can take the form of inventions, designs, creative works or distinctive names. The intellectual property in your innovation needs to be identified, protected and exploited.

IP IDENTIFICATION

Intellectual property should be identified in the same way as stock, plant and equipment or real property. It is important to systematically identify trade marks, domain names, inventions, trade secrets, designs, copyright and other proscribed statutory rights.

IP PROTECTION

The obvious means of protection of intellectual property is by registration on the relevant registers. This means that trade marks, designs and patents should be registered for all relevant criteria. The authorship and creation of copyright should be carefully documented. Trade secrets should be secured.

IP EXPLOITATION

Once intellectual property is identified and protected, it can then be fully exploited. Such exploitation can include assignment, licensing or franchising, but it can also involve the charging of a premium price for an innovative product or advertising the benefits of that product.

THE IP DISCOVERY PROGRAM

The IP Discovery Program is a pro-active system which aims to identify and protect intellectual property assets and make them available for exploitation. The program can be adapted to the needs of clients. In some cases, a brief review of intellectual property may be sufficient. In other cases, a full and detailed evaluation of these assets may be appropriate.



Key Intellectual Property Questions

1. Are all of your trade marks registered in all relevant classes in all relevant countries?
2. Are any of your trade marks owned by defunct or inappropriate entities?
3. Are any of your trade marks vulnerable to non-use removal actions?
4. Is the copyright in your promotional material owned by the creators of that material?
5. Have you fully documented the authorship of your creative works?
6. Are you aware of the moral rights of your employees in your creative works?
7. Do you maintain security procedures to protect the novelty of your inventions and designs?
8. Have you applied for registration of all your registrable designs and patents?
9. Do you understand the nature of an innovation patent as an alternative to a standard patent?
10. Are you obtaining the optimum price premium for your innovation?

OUR IP DISCOVERY TEAM:



Eric Ziehlke
PARTNER
T + 61 2 9777 8387
E ejz@swaab.com.au



James Skelton
SOLICITOR
T + 61 2 9777 8364
E jas@swaab.com.au

Follow us

> FOR OUR LATEST IP & TECHNOLOGY ARTICLES PLEASE VISIT WWW.SWAAB.COM.AU/PUBLICATIONS OR FOLLOW US ON:



Swaab Attorneys



@SwaabAttorneys



Swaab Attorneys

