How to Guard Your Genius

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Session Goals

- To consider **prelaunch strategies** that set a solid foundation *before* our launch.
- To grasp a general understanding of **Intellectual Property**.
- To conduct our own informal **IP inventory**.
Do not let excitement override strategy.

Prelaunch Considerations

- Incorporate
- IP Inventory
- Secure IP
- Launch!
Do not let excitement override strategy.

*Incorporation.*

Business Debt ➔ Liabilities ➔ Lawsuits ➔

- Personal Bank Accounts
- Personal Assets
- Properties

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Intellectual Property

Intellectual property is a category of property that includes intangible creations of the human intellect. There are many types of intellectual property, and some countries recognize more than others. The best-known types are patents, copyrights, trademarks, and trade secret.
Protects original works of authorship as soon as an author fixes the work in a tangible form of expression.

Patents
Exclusive right granted for an invention which creates a new way of doing something, or offers a new technical solution to a problem.

Lightbulb
Telephone
Bluetooth
Computer

Copyrights
Protects original works of authorship as soon as an author fixes the work in a tangible form of expression.

Movies
Books
Paintings
Blogs

Trademarks
Consists of a recognizable sign, design, or expression that identifies products or services from a particular source and distinguishes them from others.

Brand Name
Slogan
Logo
Brand Colors
Why should we own our Intellectual Property?

**Increased Brand Value**

Investors want IP because it shows you have thought about protecting your business idea/product and you should be able to defend it if necessary. IP can also be bought and sold, so a business with good IP is worth more than one with none.

**Registered Trademarks**

Protect Brand Identity Across the Country

(Case) BURGER KING v. burger king

Treat your brand with its potential in mind. Secure its identity on a national level via trademark registration.

**You can't protect what you don't own.**

Kelis v. Beyonce

If you're an artist and sensitive about your ---- then own it.
**MYTH Busters!**

**MYTH:** I have an LLC. I do not need to register my trademark.

**FACT:** You need BOAF! *(no typo)*

**MYTH:** I'll register my trademark with the state that's enough.

**FACT:** The BURGER KING v. burger king case.

**MYTH:** Using the "TM" symbol is enough.

**FACT:** TM symbol simply symbolizes that you're making a claim to the trademark. ® means that you have actually secured the federal registration.

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1. "FOOD IS FASHION"

2. Quadcopter Drone

3. Mercedes-Benz logo

4. Mona Lisa painting

5. Blog icon

6. "It's Finger Lickin' Good"

7. Mastercard logo

8. Apple logo

9. UPS Brown

10. "i'm lovin' it"

11. Model on horse

12. Target logo

13. "Have it your way"

14. Smartphone diagram

15. Smartphone model
Q&A

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