



How to Guard Your Genius

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[@GuardYourGenius](#)

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Session Goals



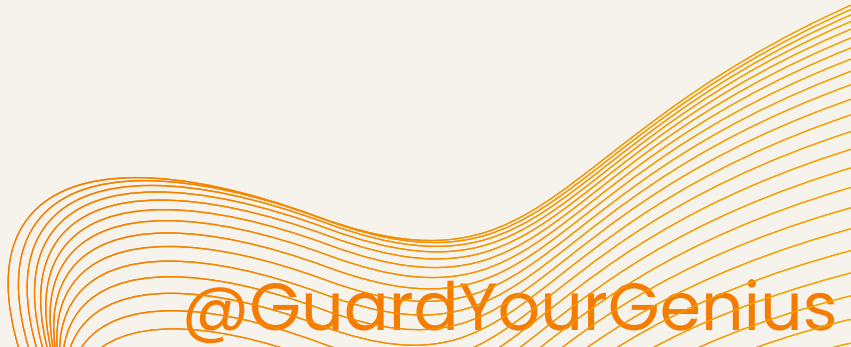
To consider **prelaunch strategies** that set a solid foundation *before* our launch.



To grasp a general understanding of **Intellectual Property**.

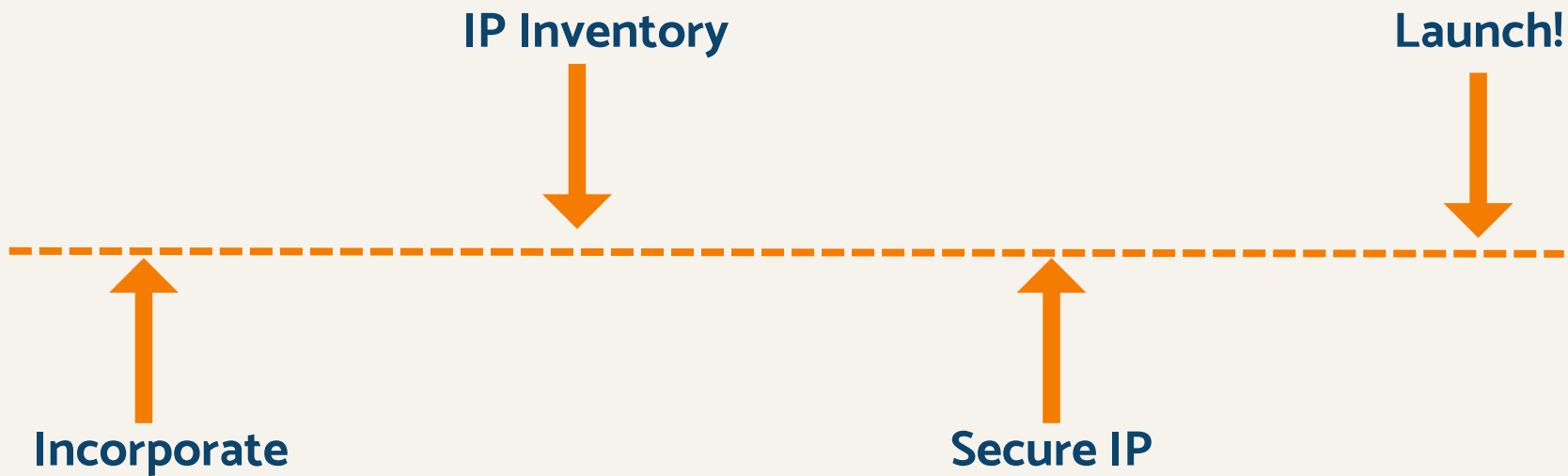


To conduct our own informal **IP inventory**.



Do not let excitement override strategy.

Prelaunch Considerations



Do not let excitement override strategy.
Incorporation.



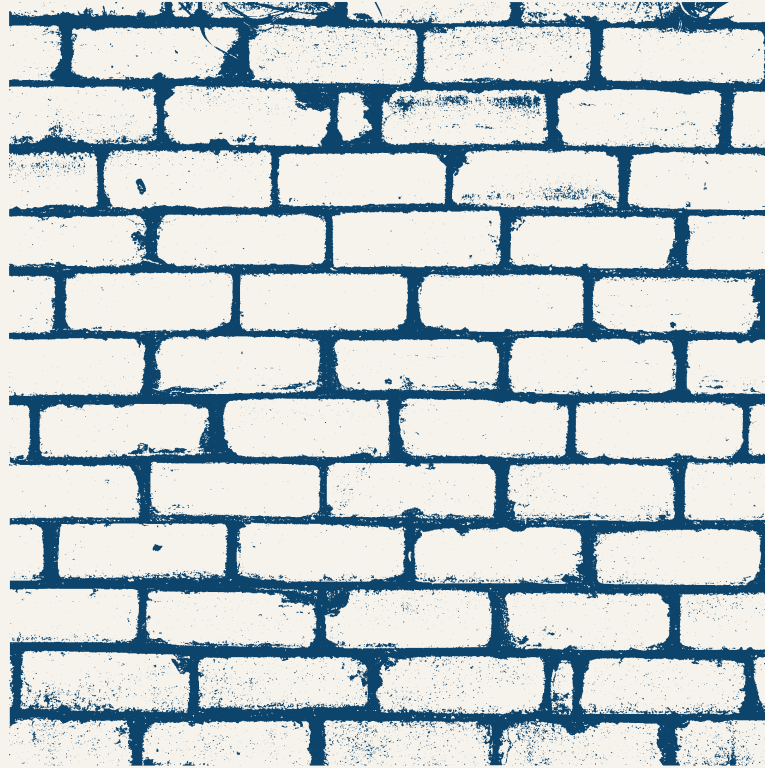
Business Debt



Liabilities



Lawsuits



Personal Bank Accounts



Personal Assets



Properties



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**.

Most Common Types of Intellectual Properties

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.

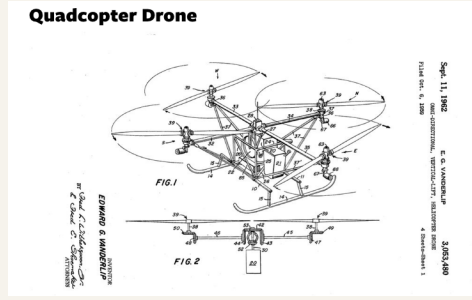
FACT: The BURGER KING v. burger king case.

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.

1 "FOOD IS FASHION"

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i'm lovin' it

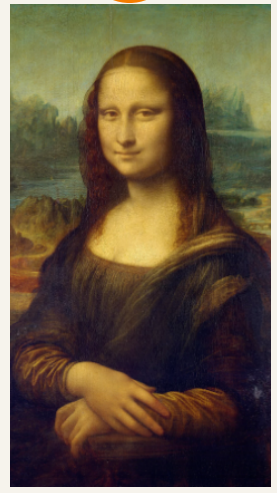
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6 "It's Finger Lickin' Good"

13 "Have it your way"

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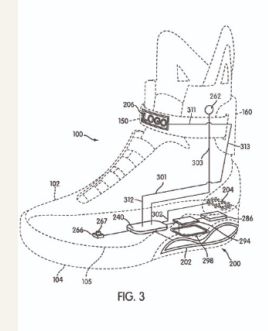
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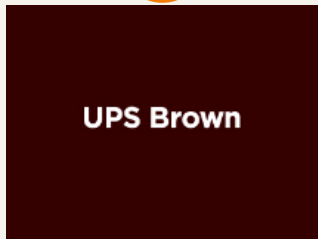
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Q&A

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