

PROTECTING YOUR BRAND: INTELLECTUAL PROPERTY “IP” ASSET REVIEW

Our IP review IS FREE and takes you JUST 2 MINUTES to identify existing and potential IP to help protect and capitalise your IP asset value. All organisations large and small create IP through new products and services, client databases, designs, logos, slogans, trademarks, contracts, confidential data and public website content. IP assets often represents over 50% of total asset value of a business. IP assets can be bought and sold, licensed, franchised and used as collateral to fund growth. Protecting your IP enhances your brand reputation and stops expensive infringement costs. Registering a UK design can cost just £50.

RISKS

Every day unprotected IP is copied by competitors and stolen by staff and contractors. Companies also unwittingly buy or use IP which is supplied illegally by others who have not checked ownership. Ignorance is no defence and all profits from IP infringements can be claimed retrospectively by IP owners. Common risks of not registering your trademark include your competitors buying your name as a google adword to take your online enquiries; your website may have a photo owned by a third party; sub-contractors may retain ownership of content and designs they sell to you; others owning your domain names; yet UK IPO trademark applications can cost just £170 for 10 years protection.

SCOPE

This IP review is tailored to your needs. Our scope includes data protection, designs, logos, trademarks, copyright, contracts with staff and supply chains, staff qualifications for work, information governance policies and procedures, research and development for products and services. Every business creates its own IP in different ways and our review scope prioritises your areas of greatest value. Using this our clients prevent infringement costs.

BENEFITS

The IP review helps you protect and obtain the best value from your IP assets. It also reduces the risks of infringements and expensive legal action against you for unwitting infringements such as downloading stock photos or using logos before checking IP registers. Some clients have obtained R and D tax credits over £20,000. We can identify potential opportunities for R and D credit applications. How to protect your IP is shown below

<https://consult-smp.com/key-services>

<http://consult-smp.com/check-invest/ip-asset-review> or email Clive@consult-smp.com

Clive's IP qualifications are shown at <https://www.linkedin.com/in/clive-bonny-2644a16/>

SIMPLE NEXT STEP Call Clive on 07973 799153 or

- Complete your 2 minute IP checklist on page 2 overleaf
- IF any answers are NO or NOT SURE Clive will advise FREE how to reduce risk

Clive gives free initial consultations on 07973 799153

Please mark each question Y = Yes we do OR N = No we do not OR ? = not sure

MY TRADEMARKS

- 1 I have registered my business name with the Intellectual Property Office "IPO"
- 2 I have registered my business logo with the IPO
- 3 My business name has not been registered by another company with the IPO
- 4 My business logo has not been registered by another company with the IPO

MY WEBSITE

- 5 My website IP has been contractually assigned by third party developers to my co
- 6 My website photos and designs are all legally registered in my company name
- 7 My website shows my written policies for cookies, data protection and privacy
- 8 My website shows my copyright and all my IP registrations

MY COMMERCIAL CONTRACTS

- 9 My supplier and contractor terms include a non-disclosure commitment
- 10 My employment contracts include a confidentiality agreement
- 11 My company has a Data Protection Act registration number with the ICO
- 12 My proposals to new customers include a non-disclosure agreement

MY DAILY OPERATIONS

- 13 My company email signatures include privacy terms and registered address
- 14 My company has published an Acceptable Use policy for social media and emails
- 15 My company data access passwords are changed every 6 months
- 16 My staff and contractors have been given Data Protection training
- 17 I understand how to qualify for Research and Development tax relief
- 18 I have explored the opportunities of licensing my IP and how to do this
- 19 I understand how to protect Designs created by my staff and contractors
- 20 I know how to respond to a claim for any unexpected IP infringement

Any answers of NO or NOT SURE indicate risk. Please send to Clive@consult-smp.com