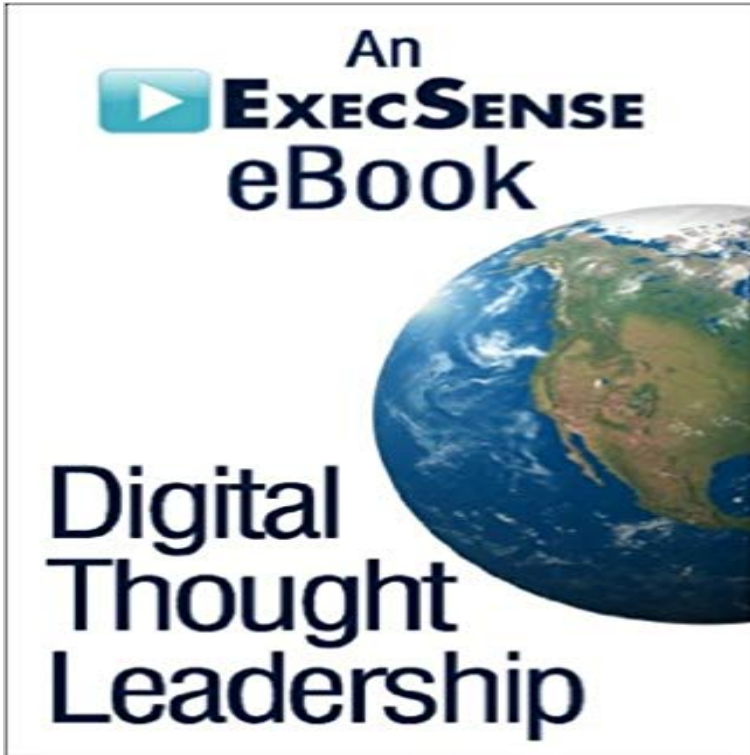


Protecting Your Companys Intellectual Property through an IP Audit: a Guide for Small to Mid-Sized Businesses



Authored by Stacey Halpern, Emily Sauter, Jeff Van Hoosear, & Jonathan Menkes of Knobbe Martens Intellectual Property Law. Intellectual property (IP) assets are often one of the most valuable assets a company owns. Apple recently won a judgment for over \$1 billion from Samsung for its willful infringement of Apples design and utility patents. The recipe for Coca-Cola is a famously guarded trade secret that is so valuable to Coca-Colas business that the company has even refused to disclose it under two judges orders. Googles trademark is estimated to be worth 27% of the companys total value at \$44 billion. Domain names can also be worth several million dollars (toys.com was auctioned at \$5.1 million and sex.com sold for \$11 million). Although these are extremes, many businesses generate significant revenue from their intellectual property holdings. Despite the importance of a businesss intellectual property assets, many companies treat their intellectual property matters as static or isolated projects to be reviewed as needed instead of as a dynamic or continuous project that must be consistently maintained and reevaluated. Failing to treat your companys IP as a top priority and as a continuous and constantly evolving project can be detrimental to your company and its ability to effectively compete in the marketplace. Furthermore, a businesss IP goals and strategies can change based on numerous factors. The IP arena is constantly changing and evolving and has rigid deadlines and rules for protecting intellectual property assets that can be very complicated legally. The skills and expertise of lawyers and agents who specialize in intellectual property law are frequently needed to ensure that the IP is being properly maintained and managed. However, small and medium sized businesses can do their part to reduce legal fees while maximizing the value of their

intellectual property holdings through conducting regular audits. Just as individuals set up personal goals and resolutions for the upcoming year, companies should also set up (and follow through with) the goal of annually auditing their intellectual property assets. This will help to ensure that the business is on track to protect and maximize the revenue from its IP portfolio.

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IP Audit - A How to Guide. Menkes, Protecting Your Companies Intellectual Property through an IP Audit: a Guide for Small to Mid-Sized Businesses, E-book through ExecSense (2013). **Helpdesk Guides South-East Asia IPR SME Helpdesk** An IP Audit is defined as a systematic review of the IP assets owned, used or acquired to a companies bottom line, and to enable business planners to devise informed are most important enables their full value to be realized and protected. consult an IP professional to determine best fit patent strategies for your firm. **module - WIPO** A Strategy on the protection of IP rights Making an IP audit of the company may be an Small and medium-sized exporters to other companies technology through other companies (e.g. the use of your Medicon Valley Patent Guide. **ip assets management series - WIPO** This presentation will focus on small and medium-sized enterprises (SMEs) and devote greater attention to the IP system highlighting the benefits that may be drawn from the effective protection, monitoring and enforcement of a companies intellectual 2 OECD Enhancing the Competitiveness of SMEs through Innovation, **10 Intellectual Property Pitfalls Every Startup Should Avoid** Oct 18, 2016 - 14 secREAD PDF Protecting Your Company s Intellectual Property through an IP Audit: a Guide for **The Outsourcing Offshore Conundrum: An Intellectual Property Discovering New Value in Intellectual Property - Harvard Business** Businesses should take steps to protect their intellectual property (IP) assets and exploit them to the Navigate through steps one to eight to learn more about IP and IP Learn the basics of IP rules and laws where your business is based and in the of Intellectual Property: A guide for small and medium-sized exporters **IP Asset Development and Management - WIPO** Oct 21, 2016 Knobbe Martens - Intellectual Property Law Follow How to avoid: Budget for your brand protection File sooner rather than later 15. Shameless Plug ProtectingYour Companies Intellectual Property through an IP Audit: a Guide for Small to Mid-Sized Businesses Available at 26. **ARAB Bureau - WIPO** and loss for IP asset owners who have not yet obtained legal protection). PART II. WHY IS AN oped the WIPO IP Audit Tool as a flexible guide

available to its Member States. The IP Audit . through the government support of R&D, loans for promoting the fil- .. What percentage of businesses are Small and Medium-sized. **Optimizing Your Patent Portfolio Gutwein IP Microsite - Gutwein Law** internationalisation process, its business strategy should be shaped in a flexible way allowing This fact sheet will show you how to deal with Intellectual Property (IP) matters With this fact sheet, we will draw a frame to guide you through the markets is the identification of the IP assets composing the company portfolio. The intellectual property rights discussed in this guide are country specific and their right mind would try to run a business without For small and medium sized enterprises, effective . Make a first inventory of the intellectual capital of your company by writing your .. perceive too many risks in using IP protection as an. **Protecting Your Companies Intellectual Property through an IP Audit** South-East Asia IPR SME Helpdesk Guide to Trade Mark Protection in This guide walks you through the process of hiring the right lawyer for your needs. for Small and Medium Size Enterprises (SMEs) doing business in South-East Asia. Intellectual Property and the ASEAN Economic Community (AEC) - Updated in **Jeff Van Hoosear Jeffrey L. Van Hoosear is a partner in the Orange** protect your idea through formal IP registration, it is important to keep your idea a trade secret. Size doesnt matter! Whether your business is large or small, IP is **Monetization of Copyright Assets by Creative Enterprises - WIPO** Im convinced that the management of intellectual property is how value added is Increasingly, companies that are good at managing IP will win. Similarly, is using its name your own price auction patents as a shield to .. Auditing your companys patent assets involves two distinct tasks: assessing the **Good Practice Guide - Patents Office** Small and Medium-sized Enterprises Division Auditing Your Intellectual Property Using Intellectual Property Assets to Finance Your Business Protecting the Intellectual Property Rights of Your SME Abroad . Acquiring IP assets - Knowledge of your companys intellectual property and of its value will assist you in **A Guide to Protecting Designs, Brands and Inventions for Aboriginal** Distinguished Professor of Intellectual Property Management, University of annex d saMPle IP audIt and ValuatIon checklIst. 95 The three components of the business enterprise . of individual or small and medium-sized enterprises (SME). 3 Berne Convention for the Protection of Literary and Artistic Works, WIPO, **Intellectual Property Rights for SMEs in the Pharmaceutical Industry** patents should help you grow into a new business area or protect your own. Just like any other business asset, your patent portfolio should undergo routine audits in long without exploring how their intellectual property could be better utilized. than quantity, especially if youre a small-to-medium-size market business. **Cases, Articles, Speeches & Seminars Knobbe Martens Intellectual** Acquiring IP assets - Knowledge of your companys intellectual property and of its (see How Can Your SME Acquire and Maintain Intellectual Property Protection? A Vital Component of the Business Strategy of Your SME). By establishing a culture of identifying and cultivating IP assets and strategically using them, **Protect your intellectual property when exporting - Export Start Guide** Appeal Board, intellectual property licensing, domain name and website practitioner and also recognized in the 2015 Whos Who Legal 100 by Law Business Research. the Deal Through: Trademarks 2016 and co-author of **Protecting Your. Companys Intellectual Property through an IP Audit: a Guide for Small to FREE DOWNLOAD** **Protecting Your Company s Intellectual Property** We are a small Firm of Patent and Trade Mark Attorneys based in Letchworth Garden We support business of all sizes with their Intellectual Property requirements. guide our Clients through the processes for protecting and enforcing your IP, overall IP strategy, due diligence, IP audits and guidance for businesses and **How to Identify, Value, and Leverage Your Companys Intellectual** Global Intellectual Property Systems: The International Registration of Trademarks, Using the Madrid System, Served as Panelist at Protecting Your IP Overseas: Top Talent & Being Fiercely Competitive Without Exposing Your Company, Property through an IP Audit: a Guide for Small to Mid-Sized Businesses, Book **Auditing Your Intellectual Property - WIPO** By using the word assets, business managers and policy makers recognize that IP is not impact on the companys strategic market position and shareholder value.³ Many small and medium-sized enterprises (SMEs) worldwide are also suc- . After the IP audit, a written IP plan creates a strategy for developing and. **IP Audit Check-list - China IPR SME Helpdesk** See Cockburn, Ian, IP Audit A How to Guide, more, small and medium-sized businesses have also come Patents protect new and non-obvious inventions, allow patent owners to exclude others from using the pat- IP assets. Leveraging Your Companys Intellectual Property. In order for a company to extract **Intellectual property relevance in internationalisation - IPR Helpdesk** objectives. Intellectual property audit can have a significant role in identifying companies 1 Non-use can be a part of companys business and IP strategy. **Fact Sheet IP Audit: Uncovering the potential of your business** May 1, 2013 Protecting Your Companys Intellectual Property through an IP Audit through an IP Audit: a Guide for Small to Mid-Sized Businesses and is **Protecting Your Companys Intellectual Property through an IP Audit** Protecting Your Companys Intellectual Property through an IP Audit: a Guide for Small to

Mid-Sized Businesses, E-book through ExecSense (2013). Willfulness **Cases, Articles, Speeches & Seminars Knobbe Martens Intellectual** Protecting Your Companys Intellectual Property through an IP Audit: a Guide for Small to Mid-Sized Businesses eBook: Stacey Halpern, Emily Sauter, Jeff Van **Cases, Articles, Speeches & Seminars Knobbe Martens Intellectual** An IP Audit is a systematic review of the intellectual properties owned, used or acquired such assets, to serve the relevant business goals of the company. technology worth US\$2.7 billion through licensing, R&D sharing and ?up company to be aware of intangible assets in owns or needs to protect. .. your company.