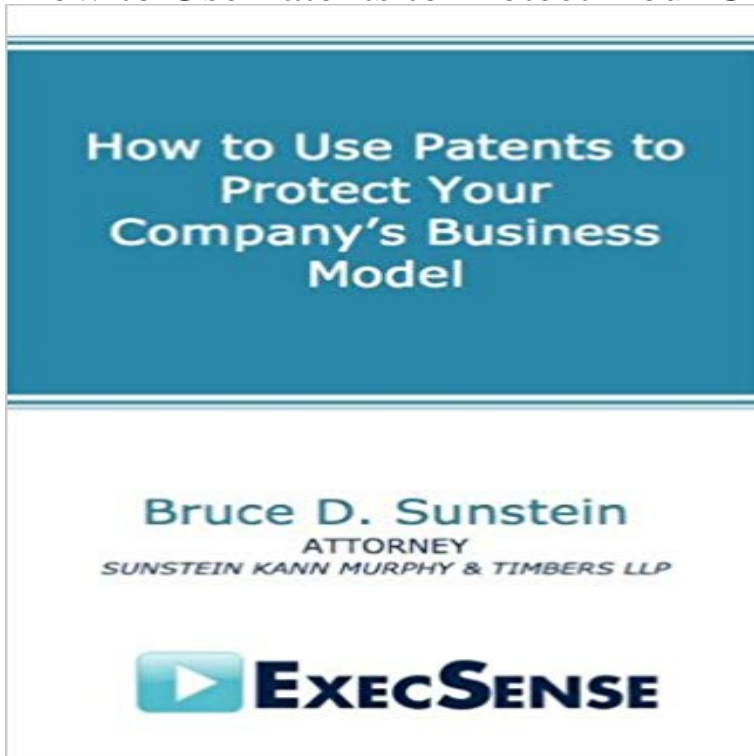


How to Use Patents to Protect Your Company's Business Model



Every seasoned entrepreneur recognizes the value of a well-considered business model to the success of a start-up. Protecting that business model with patents can give the start-up additional business leverage. Of course, patents protect inventions and not a business model. Indeed, patents and the business model often have little to do with each other. The challenge is to find a way of connecting patents with the business model. Here we show how. We begin with the business model and then show how to connect the patent process with the business model.

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