



INVESTOR IPR GUIDELINE

HOW TO EVALUATE
POTENTIAL
BUSINESSES ON IPR

INK IDEÉ
ink your idea

PATENT AND TRADEMARK ATTORNEYS

FORMS OF IP

TRADEMARKS: ownership of brand name, company name, logo

PATENTS : ownership of technology and science

COPYRIGHTS : ownership of content, creative work

DESIGN REGISTRATIONS : ownership of aesthetic work on products

1

WHERE DOES IPR HELP ?

- To deter competitors during growth and execution phase of a company.
- To be valued and enforced / asserted during exit stage of a company.

2

WHAT SHOULD INVESTORS LOOK FOR ?

- Potential problems in brand name, company name, logo; across jurisdictions or potential markets. This helps to foresee any frivolous problems with competitors (e.g. GoAir versus Indigo, Burger King versus Mr. Singh Burger King, Hilton versus Hilltone).
- Innovation Quotient of a company in terms of informal IP and formal IP. This helps to verify existence of market gap, problems and solutions proposed by the company in the market gap, potential threats in the market gap, market size, and advantages in the market gap.
- Jurisdictions in which IP should be filed based on trends, exits, market, growth. This helps forecast company growth in relation to market size and market presence. This also helps in creating a fence with respect to other formidable players in similar or allied spaces.

3

WHAT TO ASK AN INVENTOR REGARDING IPR ?

- What were the IPs that were filed?
- When were the IPs filed?
- Which jurisdictions were the IPs filed?
- How much money spent on IPs filed and further costs for the IPs?

These questions help understand a founder's vision, passion, and commitment to create a market differentiator and long term path.

HOW DOES INK IDEE HELP

INK IDEE handholds companies through this entire process:

Stage 1 – Consultation with a company which involves due diligence of plausible IPRs;

Stage 2 – Identifying and chalking out various forms of IPRs;

Stage 3 – First steps; priority filings at affordable costs in order to peg the fence;

Stage 4 – Figure out a strategy and buy as much time as possible for future costs so that go-to-market of product aligns with future steps in the IPR filings' process so that costs are pushed to a latter stage;

Stage 5 – INK IDEE has a formidable network of patent attorney in key areas of the world who work on fixed start-up friendly costs with a great success rate;

Stage 6 – File for enforceable IP; one which is trade-able and assert-able at the end.