



# START-UPS IPR GUIDELINE

## HOW TO HAVE A STRONG IPR STRATEGY

**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

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## 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.

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## WHAT IS IMPORTANT FOR AN IPR STRATEGY ?

- Country of Origin is an important factor
- Current Market and Potential Markets are also important factors

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## WHAT ARE THE STEPS TO SUCCESSFUL IPR?

- Perform initial filings in one country at minimum costs to ensure optimum protection for a fixed time duration
- Ensure that product go-to-market aligns with IP filings (in terms of time and costs) and IP strategy (in terms of markets to be filed in)
- Defer formidable costs to the very end of allowable timelines to allow for breathing space
- Formulate a strategy in terms of markets for IP filings (e.g. USA for software, Singapore and USA for med-tech, China and Taiwan and Korea and Japan for manufacturing)

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## HOW TO CONVINC AN INVESTOR REGARDING IP ?

- Which form of IPs were filed?
- When were the IPs filed?
- Where all have the IPs been filed and Why?
- Costs incurred and potential costs (better to have fixed costs rather than variables)

## HOW DOES INK IDEE HELP

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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.