

Intellectual Property Basics

For Business Owners

What is Intellectual Property (IP)?

The “intangible” parts of your business that you have worked to build, sets you apart from other businesses, makes your business special.

The purpose of intellectual property laws is to encourage innovation and creativity by granting creators exclusive rights to their creations for a certain period, allowing them to benefit from their intellectual efforts.

Obtaining IP Protection

Patents

Register with the USPTO before it is offered for sale.

Trademarks

Optional registration, gain protection through "use in commerce."

Copyrights

Optional registration, protection by "fixing it in a tangible medium of expression."

Trade Secrets

Protection by keeping it confidential. Use NDA's, limit access, stay vigilant.

Types of IP...

Patents

i.e. Inventions, Processes

Trademarks

i.e. Logos, something that identifies your business

Copyrights

Original work of authorship, fixed in a tangible medium of expression.

i.e. books, drawings, music, dance choreography, etc.

Trade Secrets

Has competitive value because it is kept secret.

i.e. Secret sauce, 11 herbs and spices, client lists, etc.

Enforcement of IP...

Take steps to protect it



Run a search before using new product, logo, brand name.



Periodically search your own products, logos, brand names, etc.



When you become aware of infringing – get an attorney involved.

Protect Your Intellectual Property with Goosmann Law Today!



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