

# IP essentials for business

START-UP

1

## Establishing a new business

### Consider:

- Protecting your IP whilst enabling collaboration
- Establishing your brand proposition
- Timing of product launches

### Be aware:

- Costs whilst cashflow is limited
- Lack of IP knowledge and skills
- Generalist advisers lacking the specialised expertise relevant to your business

GROWTH

2

## Expansion into new markets

### Consider:

- Maturing IP strategy required
- Routes to new markets
- Need for funding to scale-up

### Be aware:

- Inefficient IP processes
- Increased external scrutiny (investors, market etc)
- Supply chain issues

MATURITY

3

## Increased competition and likelihood of disputes

### Consider

- Reviewing IP strategy
- Rationalising portfolio to maximise value of IP
- Allocating budget to allow response to IP disputes

### Be aware

- IP disputes caused by lack of planning earlier in lifecycle
- Existing legal provider unable to deal with increasingly complex/volume of IP work

EXIT

4

## Sale of business or assets

### Consider

- Preparing for due diligence
- IP ownership (employees & third parties)

### Be aware

- Timing of the sale and how it aligns with your IP strategy
- Confidentiality (data protection)
- Licence restrictions

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