

How Can Intellectual Property (IP) Make Your Business Money?

*Tips on how to create, identify & protect IP in your
business so you can stand out in the crowd*

One of the Biggest Misconceptions I hear is...

**“I’m a service provider –
I don’t have any protectible IP”**

**But there is usually *something*
you can protect to add value
to your bottom line**

We're going to talk about...

- **What are Trademarks?**
- **What are Copyrights?**
- **The importance of Owning your IP**
- **Ways your IP can make you \$\$\$**
- **A quick word about Contracts**
 - **Q & A**

Our goal today...

**Empower you with legal tips
you didn't know about
so you can take action
for your business**

About Stephanie...

- Over a decade working in the toy industry (on the business side) – from concept to shelf
- Over a decade working as a lawyer helping businesses identify, protect & make money from their IP
- Pottick Law – working with clients directly
- Protect for Success® – online business with bite-sized educational courses with solutions to common legal issues

DISCLAIMER

This is not legal advice, but we will be reviewing helpful information. 😊

We'll just be scratching the surface so you can spot some issues.

We're talking about IP & laws in the USA.

TRADEMARKS...

Protect brands & help identify & distinguish the source of goods & services.

Trademarks include...

- **Words:** (Google®, Apple®, Coca Cola®)
- **Phrases / taglines:** (Just do it®, Legal advice before you need a lawyer®)
- **Symbols / designs:** (Nike® swoosh, McDonald's® arches)
- **Non-traditional marks:** (NBC® chimes, Play Doh® smell)

COPYRIGHTS...

**Generally, protect original artistic
or literary creations.**

You can't copyright an idea...
just your expression of that idea.

Copyrights include...

- Photos
- Videos
- Books
- Animation
- Songs
- Illustrations
- Movies
- Blogs

IP ownership is crucial to your success

Why is that?

- Because the owner of the work is the one who controls how it is used and commercialized.
- And you can't sell something you don't own.

This is especially true when it comes to copyrights...

- Default rule = unless otherwise provided specifically in a contract, the creator of a work is the owner of that work.

How can you ensure you own the IP created for you?

(including Copyrights, Trademarks & Patents)

- Independent Contractors – get it in writing
- Employees – include proper language in your employment agreements / handbooks

***You may not think your business has IP,
but it probably does
& protecting it makes you stand out and adds
value to your business***

- **Your unique name**
 - **Your tagline**
- **Your proprietary process**
 - **Your secret sauce**

Remember...

***It's important to know the difference
between Trademarks & Copyrights
& whether you own IP***

**So you can maximize the value in your business
AND
Avoid costly lawsuits**

Ways your IP can make you \$\$\$

- **Selling services or products**
 - **Publishing**
 - **Speaking**
- **Licensing – content & products**
 - **Franchising**
 - **Helps you get investors**
- **Gives you something to sell / hand down**

- ✓ **If you can dream it, you can do it**
- ✓ **IP can be your vehicle to success**
- ✓ **Don't overlook what untapped value you *already* have in your business**

A final note on... CONTRACTS

**If you are working with another person or company
on anything related to your business,
get it in writing!**

**Because anything not in writing is a
lawsuit waiting to happen.**

Connect with me on LinkedIn 😊

Scan QR code:



Or e-mail:

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Q & A



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