



IP Toolkit

Intellectual Property (IP) refers to the legal rights that help protect creations of the mind, and other related intangible creations

Different types of IP rights

Patents

Protects new inventions, giving the patent owner exclusive rights regarding the invention

Copyrights

Protects works of expression, giving the copyright owner exclusive rights to reproduce, distribute, perform and display the work

Trade Secrets

Protects information of various types, which derives its value by not being generally known to the public

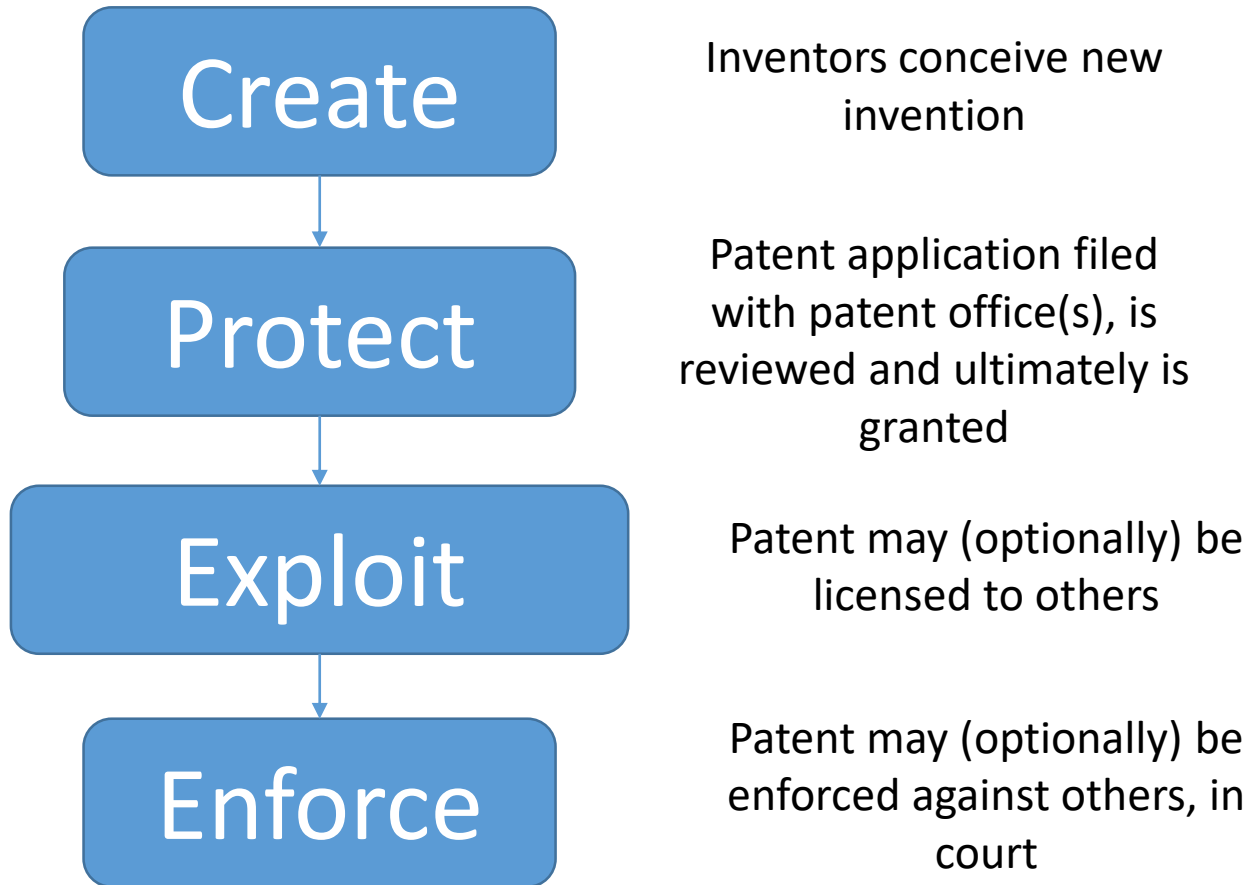
Trademarks

Marks used to identify the source of goods or services



Patents

Obtaining and Commercializing Patents



Sample Case Studies

The Good

- Start-up is able to protect its “turf” by pursuing a patent portfolio
- Patent owner is able to license its patents to others, in ancillary fields
- Investor invests in target company with patent portfolio, and is able to protect its investment

The Bad

- Start-up fails to obtain patents, achieves initial success, but then sees larger competitors take over market share