

## The Power of Intellectual Property

### *Checklist to Protect Your IP*

	Key Asset	Type of IP	Protection
<input type="checkbox"/>	Brand Name: _____	Trade Mark	<input type="checkbox"/> Trade Mark Registration
<input type="checkbox"/>	Brand Logo: _____	Trade Mark	<input type="checkbox"/> Trade Mark Registration
<input type="checkbox"/>	Written Materials: _____ _____ _____	Copyright	<input type="checkbox"/> Copyright and Confidentiality Notices
<input type="checkbox"/>	New Inventions: _____ _____ _____	Confidential Information  Patents	<input type="checkbox"/> Patents <input type="checkbox"/> Non-Disclosure Agreements <input type="checkbox"/> Trade Secret <input type="checkbox"/> Confidentiality & Intellectual Property Clauses in Employment Agreements <input type="checkbox"/> Confidentiality & Intellectual Property Clauses in Manufacturing Agreements
<input type="checkbox"/>	Unique Shapes of Products: _____ _____ _____	Designs	<input type="checkbox"/> Design Registration
<input type="checkbox"/>	Goodwill/Brand Reputation: _____ _____ _____	Trade Mark	<input type="checkbox"/> Trade Mark Registration <input type="checkbox"/> Copyright and Confidentiality Notices <input type="checkbox"/> Confidentiality & Intellectual Property Clauses in Client T&Cs
<input type="checkbox"/>	Processes and Improvements: _____ _____ _____	Confidential Information Patents	<input type="checkbox"/> Confidentiality & Intellectual Property Clauses in Manufacturing Agreements <input type="checkbox"/> IP Transfer Deed (if applicable) <input type="checkbox"/> Non-Disclosure Agreements