



Worksheet 129 - Everything you ever wanted to know about IP

Understanding intellectual property is rarely top of mind for most business owners.

Keeping your customers and employees happy will take up the lion's share of your time.

But IP is incredibly important.

It represents your combined experience, innovations and brand development that create the fundamental value of your company.

Here are some of the most important things about IP that you have to understand.

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Copyright and Trademarks

Copyright is the legally enforceable claim you have over and legal or artistic work.

What's that mean?

If you create something unique, you own it and no one else can use it without your permission.

Copyright *does not* protect an idea - only the expression of that idea.

Every business will have a trademark. It's what is used to make yourself unique in the marketplace.

What should you be protecting?

The name of your business is the first thing.

If you can't do that protect your symbol or logo.



What are the copyrights and trademarks that you should be protecting for you business?

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Protect the things that makes you, you

The thing that really makes your company worth anything is your process.

This might be the most important IP you own.

You need to put together a really detailed how-to guide.

Don't create something that is very generic.

It needs to be unique to your business.

A great technique for writing your guide is to visualize a happy customer and work backwards from there.

Don't over-complicate your guide and be sure to actually use the thing once it's written!

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Break down your process into a few simple bullet points below. Use those points to create your own how-to guide

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Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

How to successfully set up your business

Why and when you need to pay attention to the legal aspects of your business

Who you should consult with along your business journey



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