

IPR QUICK GUIDE

Intellectual Property Rights for Entrepreneurs and Start-up companies

Intangible assets make

80%

of your Company value

Intellectual Property Rights are intangible assets. They can be sold, bought, and licensed. Please contact IPR professional for further information.

My Company

Company's Trade Name

Marketing adds value to Company's name. Choose it with care!

.com

Web Domain

Protect your web marketing. Register all the relevant domains.



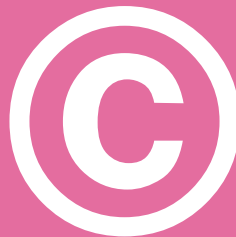
Trademark

Want an exclusive right for your Brand? Register trademark.

Visual Design

Industrial Design Right

Prevent copying! Get rights for your Brand design.



Copyrights

Mind your copyrights. Add ©-sign in every creative work you publish.

Pat. Pend.

Patent and Utility Model

Any new inventions? Get a patent or utility model and sell licenses!



Trade Secrets

Secure your know-how. Make non-disclosure agreements.



Network Agreements

Protect your network. Make written partnership agreements.



IPR Portfolio

Intellectual Property Rights are your assets. Keep them in mind.

www.wipo.int

www.jounihynynen.com

www.epo.org

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