



IP Asset Assessment

Intellectual Property is one of those fluffy topics lots of business owners know a little about, but not enough to act upon. By completing this basic assessment, you'll be able to see what types of IP you have and how they are protected.

Questions	Yes	No
Do you have a logo?	<input type="checkbox"/>	<input type="checkbox"/>
Has it been registered as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a unique business name?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a key product name?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a colour, sound or even smell that identifies your products?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a catch phrase, tag line or slogan that identifies your business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do have unique packaging that identifies your product?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a design?	<input type="checkbox"/>	<input type="checkbox"/>
Is your product unique in it's appearance?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a design?	<input type="checkbox"/>	<input type="checkbox"/>
Do you design patterns, plans or concepts that determine the way products look?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered them as designs?	<input type="checkbox"/>	<input type="checkbox"/>
Do you write content for newsletters, blogs or websites?	<input type="checkbox"/>	<input type="checkbox"/>
Do you own that material?	<input type="checkbox"/>	<input type="checkbox"/>
Have you written and developed policies for your business	<input type="checkbox"/>	<input type="checkbox"/>
Have you added to them, the year they were created and who owns the copyright?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly write original content for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly create video content for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly create audio content for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you sourced images for your business brochures, websites & presentations?	<input type="checkbox"/>	<input type="checkbox"/>
Do you own those images?	<input type="checkbox"/>	<input type="checkbox"/>
Do you trade internationally?	<input type="checkbox"/>	<input type="checkbox"/>
Have all of your trade marks been registered internationally?	<input type="checkbox"/>	<input type="checkbox"/>
Does your domain name clearly identify your business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you also registered variations of your domain? (eg common misspelling or .au)	<input type="checkbox"/>	<input type="checkbox"/>
Have you invented something new and novel?	<input type="checkbox"/>	<input type="checkbox"/>
Have you applied for a patent?	<input type="checkbox"/>	<input type="checkbox"/>
Have you developed a new and inventive use for something?	<input type="checkbox"/>	<input type="checkbox"/>
Have you applied for an innovation patent?	<input type="checkbox"/>	<input type="checkbox"/>
Have you created a unique process or methodology used in your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do they include the year and the name of the copyright owner?	<input type="checkbox"/>	<input type="checkbox"/>
Have you published a book?	<input type="checkbox"/>	<input type="checkbox"/>

Do you research and develop new products?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have non-disclosure deeds in place <i>before</i> discussing projects with 3 rd parties?	<input type="checkbox"/>	<input type="checkbox"/>
Are you in a partnership or joint venture?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have an agreement that determines who owns IP?	<input type="checkbox"/>	<input type="checkbox"/>
Is your business a company?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know who owns your IP?	<input type="checkbox"/>	<input type="checkbox"/>
Do you use contractors to develop logos, brochures, software, content etc?	<input type="checkbox"/>	<input type="checkbox"/>
Do you own the IP for each of these items? Are you sure?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a goal to sell your business one day?	<input type="checkbox"/>	<input type="checkbox"/>

- Each **grey** box represents an asset at risk.
- Each **green** box represents an opportunity to commercialise.

Assets at Risk

If this snap shot reveals a lot of *assets at risk*, visit our **Articles** page to see how you can take steps to protect your assets through Trade Mark and Design Registration, or applying for a patent. You can also visit helpful websites like IP Australia and APRA AMCOS (for performing arts related IP).

Legal HQ also offers webinars and presentations based solely on protecting your IP, and it forms part of the IP Assessment & Commercialisation Strategy Session.

Commercialisation

If you've also identified assets that can be *commercialised* then you would benefit from our IP Assessment & Commercialisation strategy sessions. These sessions will identify what types of IP you have, explain how to protect each type and talk with you about ways to make money from them. We'll cover:

- What stage your business is at and where you want to take it
- How to protect **your** assets
- Ways to fund the commercialisation of some types of IP
- A range of ways to commercialise and **what works for you**
- The documentation and practical steps set out in a **personalised** timeline

Online sessions start at \$490. POA for face to face.

What Now?

Complete and return this self-assessment by email and we'll contact you to book a 60min Strategy Session.