



## **TOP 10 IP TIPS FOR ENTREPRENEURS**

©2011-2014 Fantastic IP Consulting LLC

- 1** Know That IP is a Big Part of the Value of your Business; Therefore, Nurture, Protect, and Grow It.
- 2** Look Before You Leap: Get Advice **Before** Making Significant Investments in R&D, in Tooling, in Marketing, in Inventory
- 3** Know That Anything New and Valuable Can Become a Jewel in Your Business
- 4** Get Advice **Before** Showing Anyone Outside Your Company Anything New and Valuable.
- 5** File for Patent Protection Before Newness Wears Off; Newness Can Wear Off The First Time You Show Someone Outside Your Company
- 6** Think Adaptive Multi-Layered Protection System: Don't Settle for Just One Patent Guarding Your Crown Jewels
- 7** Pick Product or Business Names and Slogans That Stand Out From The Crowd
- 8** Avoid Copying Work of Others for Commercial Benefit. Limited Copying Maybe OK For Teaching.
- 9** Make Sure Startup, Employment, and Consulting Agreements Establish Confidentiality, IP Ownership, and/or Non-Competes **Before** Work Starts
- 10** Mark Business Information (plans, customer lists, know-how) Confidential & Proprietary

### **ABOUT**

#### **FANTASTIC IP Consulting**

We Believe in the Power of Entrepreneurs to Make the World a Better Place Through New Ideas and Innovations. We Deliver Wisdom, Imagination, and Enthusiasm, Enabling Entrepreneurs to Feel Safe and at Home in the World of Patents, Trademarks, and Copyrights