

“Of course you have a plan for your business. You also need an intellectual property strategy that supports it. It is never too early in the life of a company to consider how to make the most of your intellectual property assets.”

INTELLECTUAL PROPERTY AND AVOIDING INFRINGEMENT:

You’ve got an intellectual property strategy, and you’ve been following it diligently. Now you have to decide what to protect and how to protect it. Also, avoiding infringing the IP of others is a sound investment for your company. An IP dispute can be time-consuming, expensive, and distracting. It is something you want to avoid.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you’ve learned from this module?

Questions for you, the entrepreneur

1. Not all forms of intellectual property are important to every company. Review your business plan and identify the key information, technology and market differentiators (referred to here as “IP Assets”), including both those currently in-hand and those yet to be developed or acquired, to achieve the business objectives. Outline an IP strategy that supports the business plan.
2. Answer the questions related to the Intellectual Property Audit - see Founders School website for PDF.

Questions for your team, advisors, mentors

1. Are you familiar with the relevant portions of the company’s business plan?
2. Are you familiar with the relevant portions of the company’s IP strategy?
 - Do you understand your responsibilities under the IP strategy?
 - What records will you need to prepare and submit?
 - Do have responsibilities in the management review process for determining which developments warrant the expense of IP protection?
3. What suggestions can you make to your founder and team about the forms of IP that you believe are or could become important to this company? Why?
4. How can you help to avoid infringement of the intellectual property of competitors or others?
 - Are you expected to be familiar with the IP landscape relevant to your area of activity?

Additional Resources from www.KauffmanFoundersSchool.org

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>

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