

“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 STRATEGY:

The various forms of intellectual property are essential assets for your company. Learn about using selected forms of IP strategically in concert with your business plan.

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. Which forms of intellectual property are - or may over time become - important to my business? How does protection of IP relate to the goals I have for my business?
2. What technology will I need to realize my business plan? How will I develop or otherwise acquire that technology, and how will I determine whether or not I have the necessary IP rights to use that technology?
3. Viewing IP assets (technology, customer and supplier lists and other trade secrets, trademarks, etc.) as competition tools to give my business a measure of exclusivity in the marketplace, which forms of IP are likely to be the most cost-effective?
4. Do patents have marketing value in my industry as a credential or indicia of value?

## Questions for your team, advisors, mentors

1. What technology developments and other work product are we creating in our work? How are we recording or otherwise capturing this work product?
2. How will our work product be important to achieving the strategy of the business? How can we secure IP protection for our work product? How do we determine whether or not the value of securing such IP protection justifies the expense?

# Additional Resources from [www.KauffmanFoundersSchool.org](http://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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