

“Of course you have a plan for your business. You also need an IP 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.”

TRADEMARKS: Almost anything can be a trademark – a word or phrase, a sound, a scent, a color or combination of colors, a symbol, or a combination of items.

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. Have I identified one or more candidate trade names for the business? Has it been cleared by trademark counsel? Likewise, have I considered the trademark aspects of any slogans, domain names and website design, and trade dress such as product packaging or configuration?
2. Will my planned product or service benefit from a strong, protectable trademark (or service mark)? If so, have I identified one or more words, phrases, symbols etc. as candidate trademarks?
 - Where does it fall on the strength/protectability scale from fanciful to generic?
 - Has a strong candidate been cleared by trademark counsel?
 - Should I register it with the US Patent & Trademark Office? With state agencies? In foreign jurisdictions?
3. Do I understand the proper use of the trademarks of others, such as suppliers, customers or joint development partners? Does the company have contractual obligations or restrictions on using their trademarks?
4. Are there opportunities for co-branding to leverage the market strength of a supplier or customer?

Questions for your team, advisors, mentors

1. What can you do to protect the company's trademark rights? Do you understand the company's guidelines for proper use of its trade marks?
2. Do you have questions about the use of the trademarks of other companies, such as suppliers, customers or joint development partners?

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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