

D.I.Y.

THE GATEWAY FROM IDEAS TO ASSETS

A LAW SB PUBLICATION

WWW.IPRLAWS.COM | DELHI, MUMBAI, LUCKNOW, KOLKATA

Swipe Left



Identify the IP You Already Have

- Do we have a brand name, logo, tagline or packaging style?
- Do we use any unique product names or service names?
- Do we have original content (website, brochures, manuals, reports, videos)?
- Have we created proprietary designs, patterns, UX/UI, architecture or layouts?
- Do we own software, code, apps, algorithms, dashboards?
- Have we produced photographs, jingles, artwork, or marketing creatives?
- Do we own product formulas, processes, recipes, technical know-how or SOPs?
- Do we have confidential business info (pricing, client lists, strategy decks, data)?
- Are there innovations, inventions, prototypes or technical improvements?
- Are employees, contractors or partners creating anything for us?



Determine the Right Type of IP Protection

- Trademark: Brand name, logo, tagline, domain name, unique packaging
- Copyright: Content, software, designs, photos, videos, jingles
- Design Registration: Product shapes, industrial designs, patterns
- Patent: Inventions, technical solutions, processes
- Trade Secret: Recipes, formulas, pricing strategy, algorithms, data
- Contractual Rights: Ownership through employment or vendor agreements.



Map the Stakeholders Behind the IP

- Who conceived the idea?
- Who created the content, designs, software or material?
- Are they employees, freelancers, agencies, vendors, collaborators?
- Do we have written agreements assigning rights to the business?
- Have all payments/consideration been made (as required under Indian contract law)?



Check Legal Ownership & Documentation

- Do we have employment agreements with IP assignment clauses?
- Do vendor/agency contracts clearly state “work made for hire” + assignment?
- Do we maintain dated records of creation (emails, drafts, versions)?
- Are confidentiality and non-disclosure obligations signed?
- Do partners/co-founders have clear ownership arrangements?



Protect Your IP Proactively

- Have we filed trademark applications for all brand assets?
- Have we registered copyrights for original content/software?
- Have we filed design or patent applications where applicable?
- Do we maintain renewal deadlines for trademarks and domain names?
- Are NDAs enforced with employees, vendors, interns and partners?
- Are trade secrets stored securely with restricted access?



Monitor & Enforce Your IP

- Do we have Google alerts or third-party monitoring for brand misuse?
- Have you conducted IP due diligence in your Company?
- Are we tracking counterfeit risks or copycat products, both offline and online?
- Do we review infringement risks in new markets?



Integrate IP Into Business Strategy

- Which IP can generate revenue (licensing, franchising, collaborations)
- Which IP helps in valuation, fundraising or due diligence?
- Do we have a roadmap for future brands, innovations and content?
- Are we budgeting annually for IP creation & protection?



Avoid Misuse of Third-Party IP

- Are we using only licensed software, images, fonts, music, datasets?
- Do we verify rights before using content from agencies/freelancers?
- Do we avoid using celebrity images or names without permission?
- Do we check trademarks before launching a new brand or product?
- Do we respect open-source licence terms?



Prepare for Scaling

- Do we own IP in all countries where we operate or plan to expand?
- Are brand names linguistically and legally safe across markets?
- Do we have an international filing strategy (Madrid Protocol, PCT, etc.)?



Was this **helpful**?
Feel free to save and share.