

## Exercise for VBC

### Topic: IP Strategy

#### **Assignment to be submitted by participants**

Kindly prepare ppt presentation for below pointers in order to establish your IP strategy

1. Competitive advantage and other barriers to entry into the market for the Technical solution of a technical problem identified by you.
2. Freedom to Operate analysis: Comprehensive search of existing work to ensure you don't infringe on someone else's trademark, invention, or copyrighted material. What will be your strategies?
3. Identify the type of IP or combination of IPs will be suitable for your solution? Does the business have processes and/or procedures for preventing disclosure of the idea/concept? (NDAs, trade secrets, restricted access, other agreements)
4. Identify Novelty of your Technical solution and the requirements for filing identified IP, timelines, cost associated and territories.
5. Do you have any processes and/or procedures for monitoring inventorship, authorship and ownership considerations?
6. Do you have processes and/or procedures for protecting non-registerable forms of IP know-how, trade secrets, goodwill etc.
7. Is the product and/or service appropriately branded (trademark, packaging, websites, domain names)?
8. Does the business have processes and/or procedures for periodic IPR and IP policy and education trainings for employees?