



## IP Asset Assessment

Intellectual Property is one of those fluffy topics lots of business owners know a little about, but not enough to act upon. By completing this basic assessment, you'll be able to see what types of IP you have and how they are protected.

Questions	Yes	No
Do you have a logo?	<input type="checkbox"/>	<input type="checkbox"/>
Has it been registered as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a unique business name?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a key product name?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a colour, sound or even smell that identifies your products?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a catch phrase, tag line or slogan that identifies your business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a trade mark?	<input type="checkbox"/>	<input type="checkbox"/>
Do have unique packaging that identifies your product?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a design?	<input type="checkbox"/>	<input type="checkbox"/>
Is your product unique in it's appearance?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered it as a design?	<input type="checkbox"/>	<input type="checkbox"/>
Do you design patterns, plans or concepts that determine the way products look?	<input type="checkbox"/>	<input type="checkbox"/>
Have you registered them as designs?	<input type="checkbox"/>	<input type="checkbox"/>
Do you write content for newsletters, blogs or websites?	<input type="checkbox"/>	<input type="checkbox"/>
Do you own that material?	<input type="checkbox"/>	<input type="checkbox"/>
Have you written and developed policies for your business	<input type="checkbox"/>	<input type="checkbox"/>
Have you added to them, the year they were created and who owns the copyright?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly write original content for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly create video content for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly create audio content for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you sourced images for your business brochures, websites & presentations?	<input type="checkbox"/>	<input type="checkbox"/>
Do you own those images?	<input type="checkbox"/>	<input type="checkbox"/>
Do you trade internationally?	<input type="checkbox"/>	<input type="checkbox"/>
Have all of your trade marks been registered internationally?	<input type="checkbox"/>	<input type="checkbox"/>
Does your domain name clearly identify your business?	<input type="checkbox"/>	<input type="checkbox"/>
Have you also registered variations of your domain? (eg common misspelling or .au)	<input type="checkbox"/>	<input type="checkbox"/>
Have you invented something new and novel?	<input type="checkbox"/>	<input type="checkbox"/>
Have you applied for a patent?	<input type="checkbox"/>	<input type="checkbox"/>
Have you developed a new and inventive use for something?	<input type="checkbox"/>	<input type="checkbox"/>
Have you applied for an innovation patent?	<input type="checkbox"/>	<input type="checkbox"/>
Have you created a unique process or methodology used in your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do they include the year and the name of the copyright owner?	<input type="checkbox"/>	<input type="checkbox"/>
Have you published a book?	<input type="checkbox"/>	<input type="checkbox"/>

Do you research and develop new products?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have non-disclosure deeds in place <i>before</i> discussing projects with 3 <sup>rd</sup> parties?	<input type="checkbox"/>	<input type="checkbox"/>
Are you in a partnership or joint venture?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have an agreement that determines who owns IP?	<input type="checkbox"/>	<input type="checkbox"/>
Is your business a company?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know who owns your IP?	<input type="checkbox"/>	<input type="checkbox"/>
Do you use contractors to develop logos, brochures, software, content etc?	<input type="checkbox"/>	<input type="checkbox"/>
Do you own the IP for each of these items? Are you sure?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a goal to sell your business one day?	<input type="checkbox"/>	<input type="checkbox"/>

- Each **grey** box represents an asset at risk.
- Each **green** box represents an opportunity to commercialise.

Don't worry, if some of the questions didn't apply to your business. The idea is to focus on the ones that do.

## What are your results?

### Commercialisation

If you've identified assets in the green column you could be missing out on opportunities to get them working for you.

### Assets at risk

Assets in the grey column, don't hold as much value because they aren't protected. By taking the steps to protect them, you not only increase their value, but open the door to other ways they can be used to earn income. Protecting them, effectively moves them into the green column.

## What Now?

Email your completed form to [gt@legalhq.biz](mailto:gt@legalhq.biz) and then book a time for a brief phone call with Georgia to discuss your results. If email's your preferred contact, let her know when you return your form and she'll send some feedback to the address you provide.

Phone bookings can also be made through the link on this site or at [www.legalhq.biz](http://www.legalhq.biz)