

# Understanding the Intellectual Property Rights Protection



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# Protecting Your Intellectual Property Rights

How do you manage your IP rights? Take a Three-Step Approach!

- 1. Identify IP**
- 2. Secure IP**
- 3. Enforce IP**



# Protecting Your Intellectual Property Rights

## STEP 1) Identify IP

**Conduct an “Internal IP Audit”  
to identify:**

1. What is already protected?
2. What else can be protected?



# What is a Trademark?

A word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of the goods or services of one party from those of others. Even colors, smells and sounds may be trademarks in the U.S. (and in some other countries).



# Life of a Trademark

- **Creation**
  - Choosing a trademark or service mark
- **Screening and Clearance**
  - Making sure the proposed mark is available
- **Protection**
  - Seeking protection, country-by-country
- **Maintenance**
  - Using trademarks properly and renewing registrations





# Why are Trademarks Important to Your Business?

- A trademark identifies a company and its goods/services to its customers.
- A trademark allows customers to distinguish a particular company from its competitors.



# Examples of Trademarks

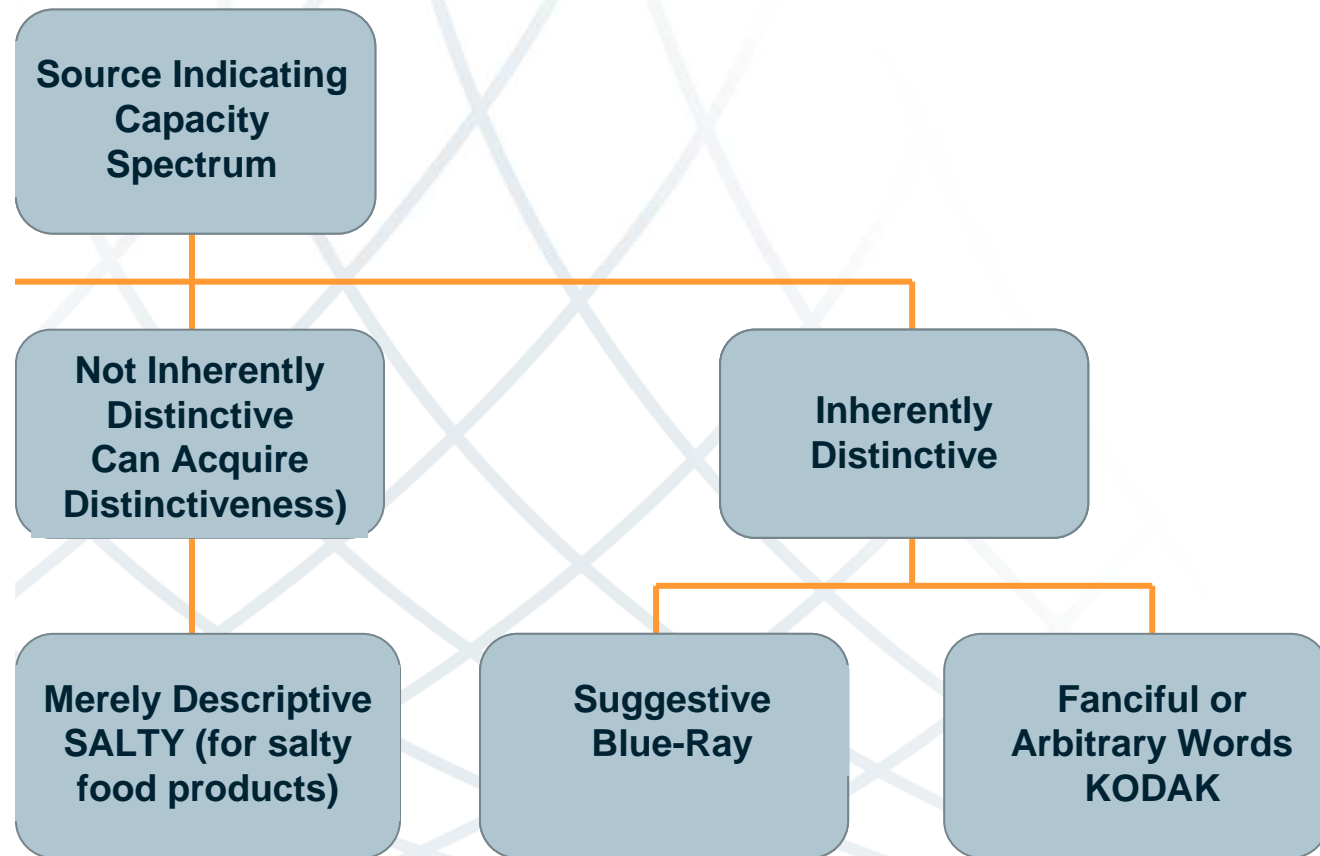
Thai Airways: “Smooth as Silk”



**Red Bull**



# Is Trademark Protection Available for Any Word, Phrase or Design? (No.)



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