## **Protect** your company's assets with intellectual property



**SCAN ME** 

What does your company need to protect?

How can you protect it?

Registration



Name or logo E.g. a new brand. 1. Trade mark

Protects the commercial origin of goods and/or services.



Intellectual property office.



Original product design E.g. a new fashion collection. 2. Design

Protects the appearance of products.



Intellectual property office.



Creative work E.g a new song.

3. Copyright

Protects creative works, including software.



Proof of the date of creation. Most countries have a voluntary registration system.



Invention E.g. a new machine.

**4. Patent and utility model**Protects products or processes that



Intellectual property office.



Confidential information E.g. a client database.

5. Trade secret

Protects confidential business information.

offer a new technical solution.



Non-disclosure agreements (without registration).

