

# The risks your business faces if you do not protect your intellectual property

## Lower interest from investors

Investors discouraged by high risk and limited growth



## Competitive disadvantage

Competitors capitalise on your ideas and gain advantage in the market



## Impact on revenue

Unauthorised use could impact your ability to monetise your creations



## Brand identity threatened

Misuse of your IP damages your brand recognition and your brand reputation



## Costly legal disputes

Time-consuming, costly legal battles over ownership



**For a more resilient business,  
avoid these risks and get started now!**

