



Intellectual Property Readiness Checklist

1. What registered intellectual property rights do you own:

- a. Trade marks for your brand name and logo?
- b. Registered Designs for key products and logos?
- c. Patents for your product or its method of manufacture (including, potentially, software)?
- d. Others e.g. geographical indications, utility models, plant varieties?

2. Are these registered rights in all of your key territories:

- a. Your home market?
- b. Your key current markets?
- c. Your target markets?
- d. Any countries where you manufacture or outsource?

3. What unregistered intellectual property rights do you own:

- a. Copyright, for example, in photographs on your website or the text on products, in marketing materials or similar?
- b. Copyright in the selection or arrangement of material in a database?
- c. Unregistered Community designs in the shape or appearance of your products including packaging, graphical user interfaces and your corporate logo?

- d. UK Unregistered design right in the shape or configuration of your physical products?
- e. Database rights where you have made a significant investment in obtaining, verifying or presenting the data?
- f. Confidential information in confidential information which is a trade secret and only shared subject to obligations of confidence (ideally confirmed by a contract)?

4. What other rights might you own:

- a. Domain names?
- b. Social media handles?

5. What is your IP clearance strategy for new products, names and marketing strategies before launch?

6. How do you manage your IP portfolio around the world?

7. How do you monitor competitors' IP portfolios?

8. Do you licence any of your intellectual property rights to other people?

- a. Distributors?
- b. Business customers?
- c. Marketing or sponsorship?
- d. Have you registered those licences (if required)?

9. Have you licensed any rights in to your business?

- a. Software licences?
- b. Key products?
- c. Manufacturing processes?

- d. Photographs?
- e. User generated content such as website comments, messaging or photo sharing?
- f. Website?
- g. Marketing materials?
- h. Have you registered those licences (if required)?
- i. Are you complying with those licenses?

[**Remember:** if something is not created by one of your employees and you do not have a valid assignment, you are a licensee not the owner]

10. Have you got an anti-counterfeiting strategy in place?

- a. Do you have a Customs recordal in key territories where you export/import goods?
- b. Do you run regular training programmes with Customs?
- c. Do you monitor digital infringements? If so, do you have a notice and takedown process in place?

gunnercooke

London Office

1 Cornhill
London
EC3V 3ND

Manchester Office

53 King Street
Manchester
M2 4LQ

Leeds Office

10 - 12 E Parade
Leeds
LS1 2BH

Birmingham Office

55 Colmore Row
Birmingham
B3 2AA