

## Is your IP working hard enough for your business?

Intellectual property (IP) is a business asset that can have substantial value and can be used to give you a competitive advantage, build brand recognition and a reputation for innovation, generate income or secure investment, and grow.

Is your IP strategy looking its best? Ask yourself these questions:

**Do you know what IP your business has (or could have)?**  
IP can't add value, or help to grow, your business if you don't know it's there. It doesn't just help to protect the things that make your business unique, but can also help you to raise crucial funds to enable you to grow your business.

**Are you aware of all the unregistered IP rights that already exist within your business?**

It is rare for a business to have no IP at all, so even if you don't have any registrable IP, you may have unregistered rights, which can be just as valuable.

**Do you know when to keep your ideas confidential, and when and how it is safe to share them?**

Whether it's a trade secret or a patentable invention, confidentiality can be a crucial part of your IP strategy.

**Do you have registered IP for the key unique selling points (USPs) of your business?**

Strategic use of registered IP, such as patents, designs and trade marks, can protect your USPs to give you the competitive advantage to grow your business or attract investment.

**Are you aware of the tax relief named Patent Box?**

Patent Box is available against profits from sales of a patented product. This applies to even a small part of the product and has the potential to offset, and even by far outweigh, the cost of obtaining a patent.

**Do you know how your IP strategy can help to secure funding?**

Whether you need to borrow against the value of your IP, secure grant funding or attract investment, the right IP strategy can help, whereas a weak or non-existent IP strategy can be detrimental.

*Intellectual property is an ongoing discipline that is aligned with, and an integral part of, your business planning and strategy.*