WHAT CAN INTELLECTUAL PROPERTY DO FOR MY BUSINESS

In today’s economy, companies can no longer compete on the basis of product prices alone. In order to be competitive, intellectual property rights must also be considered. A key aspect of an effective business strategy is to consider the potential of IP assets.

Main Benefits of Intellectual Property

1. Land territory from idea to tangible intangible assets
   Whether you have in mind a new business model, a new technology, a new design or an already-existing tool, a catchy brand or a powerful design, it is important to bear in mind that most ideas can’t be protected. Location does not, generally speaking, grant any right over them.

2. Right to exclude: the path to innovation
   The framework of an international globalized economy implies competition and the necessity to position companies that have become competitors in the past. To do so, extra-territorial companies can be stopped by the law, thanks to IP protection. Such protections ensure that IP owners can keep their tools, customers, customers and other advantages.

3. Building your reputation and strengthening your market position
   Trademarks, Domain Names and Geographical Indications allow companies to be the only ones to use them. They can be used in any sector, regardless of the size of the company. Once granted, trademarks strengthen your market position and reinforce the innovative image of the company.

4. Revenue streams: obtaining profit from your trade
   Intangible assets protected by IP rights allow a wide range of incomes, even in combination with the commercialization of the product or service. For instance, inventors can cooperate with other business entities or even license an intangible asset or part of their rights, franchise or establish subsidiaries.

5. Boosting partnerships and cooperation opportunities
   Strong and diversified IP portfolios are capital assets for businesses looking to strengthen their relationships with other enterprises, contributing to the competitiveness of European businesses and ensuring the Framework of international projects, among others.

By contrast, non-protected IP rights can be lost over an entire period. For the intangibles’ benefits to be maximized, it is necessary to act before courts, customers, customers and other sectors.

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