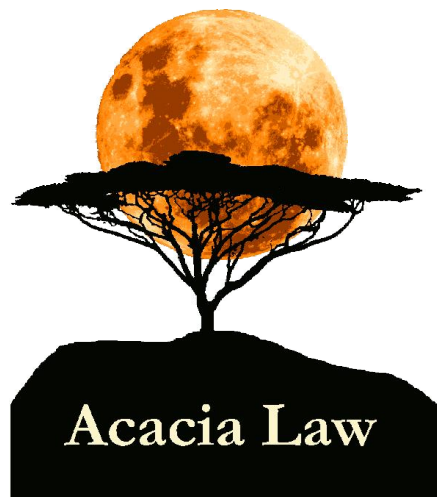


WANT TO TURN YOUR BUSINESS INTO A CASH COW?

5- Step Intellectual Property Tip-Sheet



With compliments from





STEP 1 – Knowledge is Power & Money

Learn about your legal rights and obligations as a business owner. Inadvertently breaching a law could cost you dearly in time, stress and money, which most businesses can ill-afford. Getting the legal requirements right at the start is best.



STEP 2 – Secure Your Domain Name

If you see that your preferred domain name is available, REGISTER IT RIGHT AWAY. There is a high chance it will be taken if come back to register it later. Getting a domain name registered assures you of an internet presence under your preferred name.



STEP 3 – Do Not Infringe!

Some businesses make the mistake of copying information without permission. This could amount to copyright infringement. Others inadvertently adopt a name that is already registered as a Trade Mark by a competitor, and using that trade mark amounts to trade mark infringement. Having a Business Name registered will not protect you from trade mark infringement. Some initial research can help avoid these potentially costly pitfalls. Profits you make while infringing someone else's Trade Mark or Copyright might have to be forfeited to the registered owner if they sue you! Not to mention all the legal costs.



STEP 4 – Don't Get Burned. Register Your Brand As A Trade Mark, ASAP

Whether your brand is your business name or a product name or a logo or a domain name, get this registered as a Trade Mark as soon as you can. Trade Marks are generally registered on a "first to file" basis. If a competitor registers your brand as a trade mark before you do, it can you having to re-brand or being sued (costs to defend a court action could be in excess of \$100 000). Once your Trade Mark is registered, it becomes a valuable asset that you can license or sell. NOTE: having your brand registered as your business or company name is NOT sufficient. Whoever owns the Registered Trade Mark is considered to be the owner of that particular brand and could stop you from using your registered business, company name or domain name, even if your registrations pre-date their trade mark filing date.

Leverage your IP so you get paid while someone else does the hard work.

STEP 5 – Easy Money! IP Leveraging.

Leverage Your Intellectual Property. This can be done by :

1. Licensing your intellectual property – where someone pays to use your intellectual property.
2. Developing a franchise – where you license your brand and business system to franchisees. Almost any type of business can be franchised. There is now a compulsory franchise Code Of Conduct that applies from 1 January 2015, which sets out strict requirements for Franchisors (and stiff penalties for non-compliance).
3. Become a Brand Leader - Wouldn't you like customers lining up for your goods / services the way they do for Apple computers?
4. Turn infringers into revenue streams.

These concepts are more fully explored in our book "Turn Your Business Into A Cash Cow" available at www.acacialaw.com/cashcow



Every business has intellectual property, whether you know it or not!

Email Us To Book Your Free, No Obligation, 15-Minute, Intellectual Property Strategy Session.

1. Email us with your name and phone number and preferred telephone call time (please provide three different day and time options). Please provide your website address. If you do not have a website, please provide a brief description of the goods / services you offer, so that we can consider your business requirements before we phone you.
2. We will phone you.
3. You will speak to one of our partners who is a qualified patent attorney, trade mark agent and lawyer.
4. They will answer your intellectual property questions and give you some intellectual property advice specifically aimed at your business, including steps you can take right away yourself, to strengthen your intellectual property rights.
5. After the strategy session, they will email you notes of what you discussed.

Email us on strategy@acacialaw.com or phone us on (07) 34180974 to book your free strategy session.

NOTE: information contained in this tip sheet is of a general nature only. Results may vary. Specific advice should be obtained.