

Are you safe to proceed?

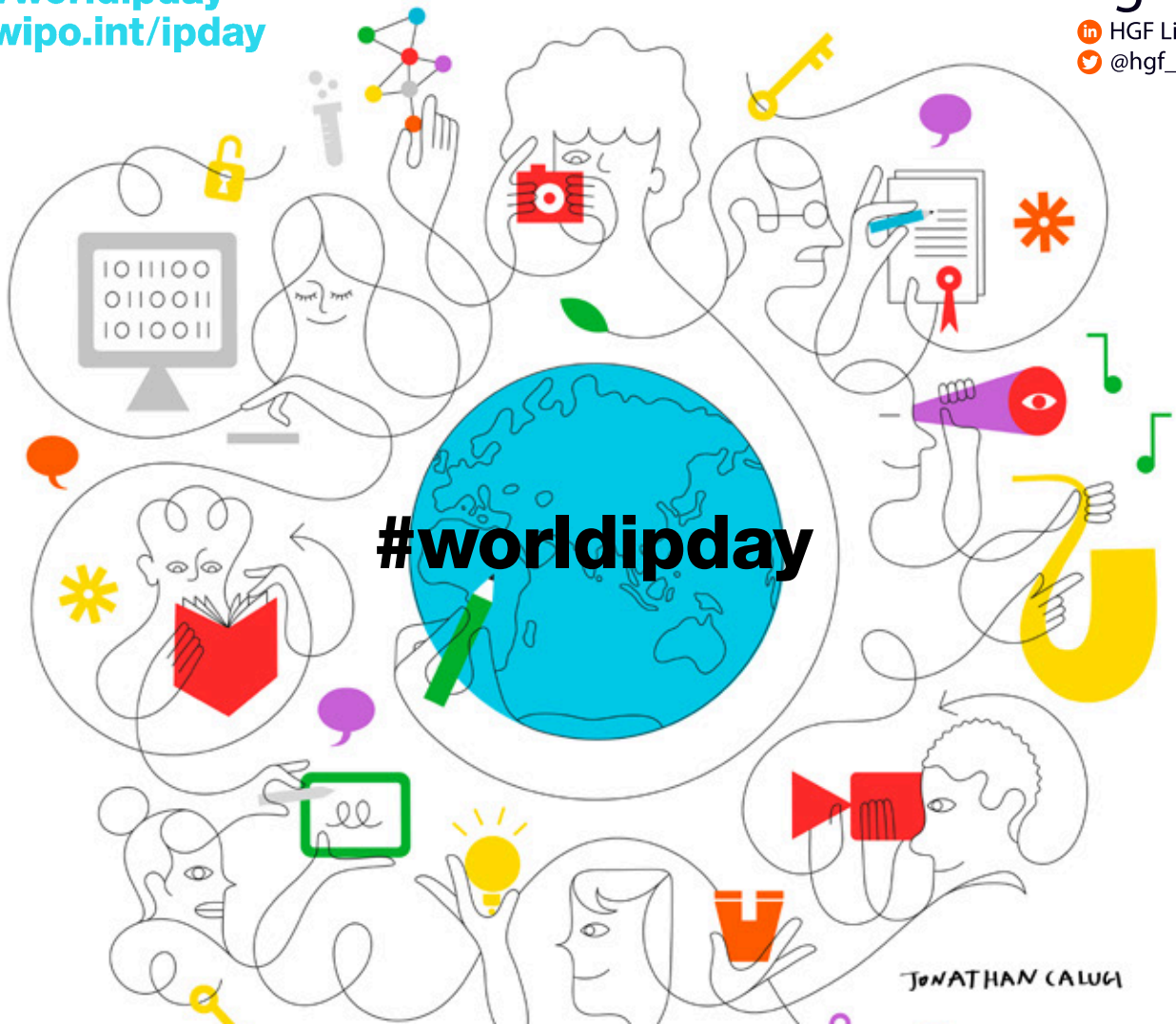
A common problem facing SME's is legal action from other firms in relation to intellectual property infringements. Clearing a brand name or product to make sure you don't infringe another party's intellectual property is essential, especially before launching a new product or brand. It is best practice to speak to an IP specialist who can provide advice on whether you are likely to run into problems from an IP perspective.

Do you own your intellectual property?

Many businesses, particularly growing ones often don't take the time to make sure that they own the intellectual property their business uses. Do you have employment contracts with your employees to make sure you own your IP? Have you asked consultants to sign assignments to transfer IP within work they carry out to you? These are important questions to ask given the problems that can arise down the line from not owning your own intellectual property.

Keep it confidential

Your ideas are one of your business' key assets however, where patent protection is unavailable, it is difficult to prevent others using your ideas once you have made them known. When discussing your business with third parties such as potential investors, suppliers or distributors, having a robust confidentiality agreement in place gives you protection against misuse and peace of mind.



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