

Intellectual Property Canvas

FOR:

BY:

ON:

VERSION:

INTELLECTUAL PROPERTY

OUR IP RIGHTS

What special or unique elements, know-how etc. do we have? E.g. Special brand; patent; cutting edge technology; know-how, etc. Do we already own IP rights? If so, which? Do our competitors protect their IP rights? If so, how? Which IP rights are crucial for us and which are nice-to-haves?

FREEDOM TO OPERATE

Do we depend on know-how or products of third parties (licenses, contracts, etc)? Which countries do we need our IP rights to be protected in? Which IP rights do we need in order to guarantee full operability?

STRATEGY (FUTURE)

What are the future possible developments in our core market? E.g. related to technology, marketing, competitors, distribution, products. In which areas should we focus our attention in order to remain competitive? What are the consequences for IP?

THIRD PARTY IP RIGHTS

Might we infringe the IP rights of third parties through our activities? (Brands, trademarks, patents, copyright, etc). If so, what action could we take? Might third parties infringe our IP rights now or in future? If so what action could we take? Do we need a monitoring service? Do we have the resources (time, people, know-how)?

FINANCE

Revenues: are our IP rights crucial to securing and growing our revenue streams? If so, how? Could we license our IP rights (patents, designs, etc) to third parties? If so, to whom and is it advisable (given competition)?
Costs: How many trademarks/designs/patents do we have to file protection for? What are the costs related to filing and keeping up our IP rights? (one-time as well as recurring). What would be our annual IP budget?

NEXT STEPS

Which IP Rights should we secure first? How long will it take and what are the crucial deadlines (e.g. patent filing dates)? Do we need to set-up periodic meetings to review our strategy? If so, how frequently? What are the next steps and who is responsible for each of them?

