

Ridout & Maybee LLP

CANADA'S INTELLECTUAL PROPERTY AND TECHNOLOGY LAW FIRM

Bright minds protecting bright ideas since 1893

Top Ten Reasons for Protecting Intellectual Property

10. **Prevent** “squatters” and other unauthorized persons from blocking your business activities.
9. Fence off an **exclusive** area for your innovations and force your competitors to design products that do not provide the same benefits or features of your product.
8. Facilitate outsourcing: **prevent** your suppliers from improperly copying your products.
7. A valuable **marketing tool**: project an aura of exclusivity for your products with patents and other IP.
6. **Expand** your market: IP allows you to expand the market for your innovations through IP licensing.
5. Add **value** to your business: IP can help you obtain outside investment, sell off a product line, sell the IP itself or sell your business.
4. Create a **spin-off** venture for one of your ideas, based on a transfer of the IP.
3. Cement your place in the **market** - an IP strategy helps you avoid IP challenges from your competitors, allows cross-licensing and participation in patent pools.
2. Enforce your **exclusive rights**: IP represents a potent force to wield against infringers who take advantage of your innovations.
1. IP is the **future of your business**: your patents, trademarks, and designs will protect your core intellectual assets for years to come.

About Ridout & Maybee LLP

Ridout & Maybee LLP is Canada’s premier intellectual property law firm. For over 125 years, we have been helping innovators worldwide protect their ideas in a wide range of technologies. We can help you develop a strategy to protect and leverage your innovations, including new inventions, designs, branding and other components of your business. We can also help you navigate the thicket of patents and other intellectual property, and otherwise guide you on the path to business success with your innovations.

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Speak to one of our professionals today at 416-868-1482.

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