

TOP 10 IP CONSIDERATIONS

Entering a New Market



It is striking how often businesses fail to fully realise the importance and immediate value of being knowledgeable about the protection and valuation of IP assets.

However, taking the time to become informed on IP can not only protect your business, it can also offer value-added opportunities. The following steps outline some of the considerations businesses should take when entering a new market.



Identify IP assets It is crucial to understand the aspects of your business that

constitute IP and identify accordingly their IP assets before entering any new market.

Assets that generate the most revenue or draw the most exposure should be given the highest priority. Lesser-known or less profitable assets can be



Prioritise protection needs

The next step is to precisely identify which of these IP assets will be essential to achieving your business objectives.

Link IP strategy to business objectives



afforded lower priority.

DON'T FORGET!

Maintain clarity of ownership rights.





forget to protect local domain names and social media identities

Before entering a new market don't

Online protection, especially of domain names and social media identities,

Think about online protection

merits particular attention, as the internet is also an ideal platform for infringers

to sell counterfeit products and commit fraud in an almost anonymous way.



rights.

the effectiveness of IP protection and avoid problems further down the line.

Know the local rules

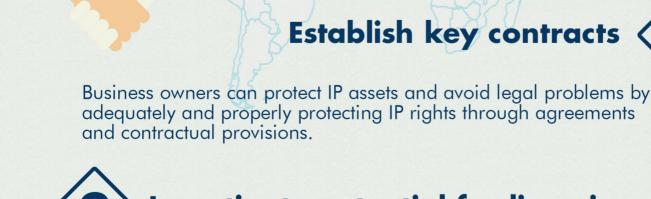
Register IP rights Registered rights are always easier to enforce than nonregistered

Knowledge of local rules and the ability to adapt to them can maximise



Protect trade secrets Always protect trade secrets by means of confidentiality agreements with

employees, suppliers, potential partners and contractors.



Establish key contracts

Investigate potential for licensing of IP Licensing is one of the cheapest and least risky ways to exploit IP and can provide SMEs with a powerful presence in a local market often unknown to them.



Seek professional guidance Seek local counsel for legal opinions, recommendations, vulnerability audits, freedom to operate studies and litigation studies that allow IP rights

A full guide on the Top 20 IP Considerations when Entering a New Market is available on the



holders to make informed decisions.

The South-East Asia IPR SME Helpdesk is a European Union co-funded project that provides free, practical, business advice relating to South-East Asia IPR to European SMEs. To learn about any aspect of intellectual property rights in South-East Asia, visit our online portal at www.southeastasia-iprhelpdesk.eu. For free expert advice on South-East Asia IPR for your business, e-

mail your questions to: question@southeastasia-iprhelpdesk.eu. You will receive a reply from one of the Helpdesk experts within three working days