



## TOP 10 IP CONSIDERATIONS

when

# Entering a New Market

### Get smart on IP



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

1



It is crucial to understand the aspects of your business that constitute IP and identify accordingly their IP assets before entering any new market.

2

### Link IP strategy to business objectives

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

### Prioritise protection needs

3

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 afforded lower priority.



**DON'T FORGET!**

Maintain clarity of ownership rights.



Before entering a new market don't forget to protect local domain names and social media identities

### Think about online protection

4

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

5

### Know the local rules

Knowledge of local rules and the ability to adapt to them can maximise the effectiveness of IP protection and avoid problems further down the line.

### Register IP rights

6

Registered rights are always easier to enforce than nonregistered rights.



7

### Protect trade secrets

Always protect trade secrets by means of confidentiality agreements with employees, suppliers, potential partners and contractors.

### Establish key contracts

8

Business owners can protect IP assets and avoid legal problems by adequately and properly protecting IP rights through agreements and contractual provisions.

9

### 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

10

Seek local counsel for legal opinions, recommendations, vulnerability audits, freedom to operate studies and litigation studies that allow IP rights holders to make informed decisions.

A full guide on the Top 20 IP Considerations when Entering a New Market is available on the South-East Asia IPR SME Website

