



IP Wrongs: *20 IP Mistakes To Avoid*

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Darren Smyth
dsmyth@eip.com
Twitter - @EIP_Elements

Mistake #1 – Burying your head in the sand



Mistake #2 – DIY IP



Mistake #3 – Hoping you’ll have funds to support your IP



Mistake #4 – Thinking strong contracts are an unnecessary expense



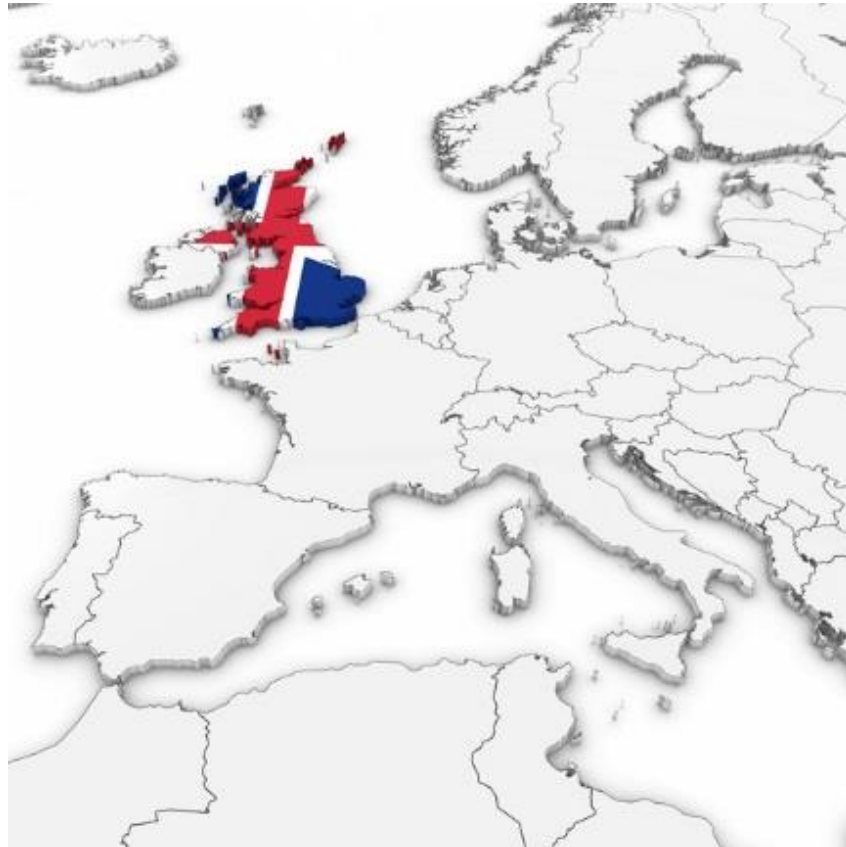
Mistake #5 – Just worrying about who owns the IP if the issue crops up in the future



Mistake #6 – Hoping your/their old company won't mind, or won't find out...



Mistake #7 – Thinking about your home market only



Mistake #8 – Thinking IP is pointless if you don't have the resources to enforce it



Mistake #9 – Saying your IP is registered to put people off, when it isn't



Mistake #10 – Saying you’ve trademarked the copyright in your patent



Mistake #11 – Telling everyone what your idea is before getting your IP in place



Mistake #12 – Wanting to be the hare... or the tortoise



Mistake #13 – Thinking patents are the be all and end all and that you need to patent everything



Mistake #14 – Thinking you're covered because you've got the company/domain name or Twitter handle



Mistake #15 – Thinking your trademark is perfect because it describes your product



Mistake #16 – Assuming it's fine to use a particular name without having checked



Mistake #17 – Thinking you have to re-brand because your preferred name is already registered



Mistake #18 – Thinking that trademarks are only for names and logos



Mistake #19 – Registering trademarks for your current products only



Mistake #20 – Thinking it doesn't matter how you or others use your mark



Thanks for listening!



Darren Smyth

Patent and Design Attorney
dsmyth@eip.com
@EIP_Elements