



Empowering you to Start and Grow your Dream Business

StartupNation's 10 Steps to Open for Business



Empowering you to Start and Grow your Dream Business



Step 5: Create Key Assets

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**Joel Welsh**  
StartupNation  
*Chief Community Officer*



*with...*



**The Sloan brothers**  
Founders of StartupNation



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Today's Presenters

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**StartupNation: Open for Business**  
by Jeff and Rich Sloan  
published by Doubleday



**Take control of Your Life.  
Pursue Your Dreams.  
Start it Up!**



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## Create Key Assets

### Seminar Overview:

It's a well-known fact in the business world: Your company assets are only as good as your ability to protect them. This is especially true where intellectual property is concerned. Whether it's your company name, logo, latest invention or best-selling product, it's imperative that you take certain steps to secure your ownership rights.

### In this seminar you will learn about the following assets:

- Website address
- Trademarks
- Copyrights
- Patents
- Provisional applications for patents
- Inventor's logs
- Confidentiality agreements

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### Seminar Overview



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Let's Start It Up!!!

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**Website Address**

**Having an effective website address is crucial.**

- Immediately register your unique domain name (e.g., “startupnation.com”) before someone else does.
- If someone else already has it, they may sell it to you. Or, they may just let it expire.
- Services are available to register your domain name, set up e-mail, websites, and e-commerce.

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Website Address

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Trademarks

- A trademark protects your brand name, your logo, or any other symbol that distinguishes your company or your company's goods.
- By registering your trademark you go on record as the official owner of the mark

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Trademarks

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# Trademarks

- The “TM” symbol indicates an unregistered trademark.



- The ® symbol indicates a registered trademark.



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## Trademarks

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Copyrights

- A copyright grants you legal rights to your creative work, such as literary content or musical composition.
- Your creation must be expressed in a tangible form such as a piece of writing or a recording.
- A copyright prevents others from copying, performing or using your work without your permission.
- A copyright is automatic once the work is completed. The © is not necessary, though it can provide warning to others against infringement.



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Copyrights

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Copyrights

- Registration of a copyright is not necessary unless there is a claim to seek damages. In this case, registration can occur after the infringement, though it places limitations on the claim.
- Protection lasts 70 years following the death of the creator of the work, for works completed since 1978.
- This slide wouldn't be entitled to copyright protection as it is simply a restatement of facts, not an original work.

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Copyrights

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Patents

- A patent gives an inventor rights to exclude others from making, using, or selling the invention for a limited time.
- A patent does not necessarily give an inventor the rights to make, use, or sell the invention.
- The invention is made public when the patent is granted.
- The standard duration is 20 years.
- There are three kinds of patents: utility patents, design patents, and plant patents.

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Patents

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Patents

- Utility patents may be granted to anyone who invents a useful process, machine, article of manufacture, or composition of matter.
- Design patents may be granted to anyone who invents a new, original, and ornamental design for an article of manufacture.
- Plant patents may be granted to anyone who invents or discovers and asexually reproduces any distinct and new variety of plants.

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Patents

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## Provisional Application for a Patent

- A Provisional Application is a fast, relatively inexpensive, and easy way to protect your invention for up to a year.
- Allows the term “Patent Pending” to be applied to your invention, and acts as a legal placeholder until the full patent application is submitted.
- Be careful! A Provisional Application can lock your idea in place, even though you’ve come up with changes.
- You may file a provisional application before you are ready to submit the full application.



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Provisional Application for a Patent

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## Inventor's Logs

- An Inventor's Log helps establish that you were the first to develop your idea.
- Includes, in chronological order, all details relating to the conception and development of your invention.
- Be sure to record details of interactions with anyone else involved in the invention.
- Keep it SAFE, and have a backup copy.

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Inventor's Logs

## Webinar Confidentiality Agreements

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- Also called Non-Disclosure Agreements (NDA's)
- Provide the protection you need in case a potential employee or business partner does not come through.
- Can protect against exposure of any confidential information, including customer lists, business process, or financial data.
- Use a “One-Way” NDA to protect against one party's exposure. Use a “Mutual” NDA if confidential information is passed both ways.



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