

Checklist

Win over investors with patents and similar rights

Trade marks, patents, designs and copyright don't just protect your creations and inventions: intellectual property is also a strategic asset. Studies show that start-ups or SMEs with this kind of protection are more attractive to investors. The following five points will help you to manage your inventions and creations wisely:

1. Use intangible assets, such as trade marks or patents

Trade marks, patents, designs and copyright protect your intellectual property and are crucial for your success. Draw up an overview of your IP rights. It will also be of assistance when you consult specialists. Your list should include registration numbers, geographical scope (countries), licences and usage agreements.

2. Develop a clear IP rights strategy

A carefully planned intellectual property strategy will help you to define and protect your assets and integrate them into your company's overall strategy. Consider getting a specialist to audit your company's assets. Take a look at the IPI's checklists for IP protection strategies and licences.

3. Present your assets to investors

Emphasise your company's IP rights when you make your pitch to investors. Outline your IP rights and their advantages clearly so that you can gain investors' trust and show them how your company safeguards its innovations and protects them from imitators.

4. Sign confidentiality agreements

Before you disclose detailed information about your innovations, you should conclude confidentiality agreements with potential investors. These contracts will ensure that your information is treated confidentially. You should also make sure that your most important innovations are protected by patents or other IP rights before you make them public.

5. Seek professional advice

You now know what investors look for in terms of intellectual property when searching for promising start-ups. Get advice from specialists.

What a study on the topic says

A study by the European Patent Office (EPO) and the European Intellectual Property Office (EUIPO) shows that start-ups with trade marks or patents find investors more easily. Their chances of obtaining financing are 4.3 times higher with a registered trade mark and 6.4 times higher with a registered patent.



IP strategy: trade mark and patent advisory services offered by specialists and lawyers



IP Academy: the IPI's modular information and training offering