

How IP Rights Can Improve Your Bottom Line

Background



Investing in registered intellectual property (IP) rights can sometimes seem expensive especially if there is no clear benefit to your bottom line in doing so.

Before you invest in patent, design or trade mark protection it is important to know what benefit that investment gives you or your business.

Below, we outline **7 ways that IP rights can improve your bottom line**.

1. IP rights protect investment

One of the main reasons for securing registered IP rights is of course to protect any investment in a new product, design or brand. Monopoly rights provide a means of legal recourse should your IP be copied, whether deliberately or inadvertently.

An absence of adequate IP rights is tantamount to leaving the doors of your business or factory unlocked overnight, i.e. the risk of IP theft is higher. Worse still, by avoiding the costs associated with research and development an IP thief may quickly become a direct competitor in your core markets.

You can prevent this all too common scenario and protect invested time and money by registering your IP rights.

2. IP rights can create licensing revenue

Although their main purpose is to deter competitors and provide a legal basis for tackling infringement, IP rights may also be used to generate new revenue streams by positively allowing others to use your IP via, for example, a royalty-bearing licensing arrangement.



7. IP rights can be sold off for a price

If you decide you no longer need particular IP rights but expect that these might be of value to others then, just like other types of physical property, IP rights can be sold outright. The sale price can create yet another review stream which would otherwise not exist.

Can we help you?

Please **contact Avir Patel** for further information on how we can assist your business, or to arrange a free initial consultation.



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