

A man in a grey sweater is pointing with his right hand towards a whiteboard in a meeting room. The background is slightly blurred, showing other people and office equipment.

Barker Brettell

Intellectual
Property

Protecting your ideas:

Protecting your business

Guide to IP for entrepreneurs, startups
and early stage businesses



What is IP?

It's the stuff that sets your business apart from others!

Along with your great idea, it is where the real value in your business lies.

Broadly speaking, IP rights fall into one of four categories:



Patents

Protects how a product is made/works. For example, new technology or a manufacturing process.



Trade Marks

Protects anything that helps identify the source of a product or a service, i.e. your business. For example, names, logos, colours and sounds.



Designs

Protects the appearance of the product. For example, mobile phones and cars.



Copyright

Protects creative and aesthetic rights. For example, website content/ layout and illustrations.



Why do you need IP protection?

- ✓ Future proof your business
- ✓ Secure funding and/or investment
- ✓ Protect your lead
- ✓ Protect your brand reputation and market share
- ✓ Financial benefit

Call us +44 (0) 121 456 0000



“As patent novices we had the technology and ideas but no understanding of how to protect them. Barker Brettell showed us the process, helped us understand how we could create value from it, and guided us into securing and protecting our knowledge.”

Michael Horan, MD, Liberty Performance Steels



Future proof your business

It's about having a strategy from the start.
You may not think IP protection is
important, but it is.

You may miss the boat if you don't address
the issue early enough.



Secure funding and investment

IP in your business plan can be essential for securing
funding and ongoing investment.

Any pitch will include a question on 'what's your IP
and how have you protected it?'



Flexible support to suit your business

We fully understand the financial pressures and competing priorities facing startups and early stage businesses.

This is why we have created a flexible pricing structure and affordable packages to give cost-certainty around the IP support you need.

We also have a wider network of business advisors including funding specialists and mentors that you can gain access to as a new business client.



Support every step of the way...

1.

Have an idea
for a product

*Do you have proof of
when you came up with the
invention ideas?*

complete the rest of the journey...

Typical Funding Stages

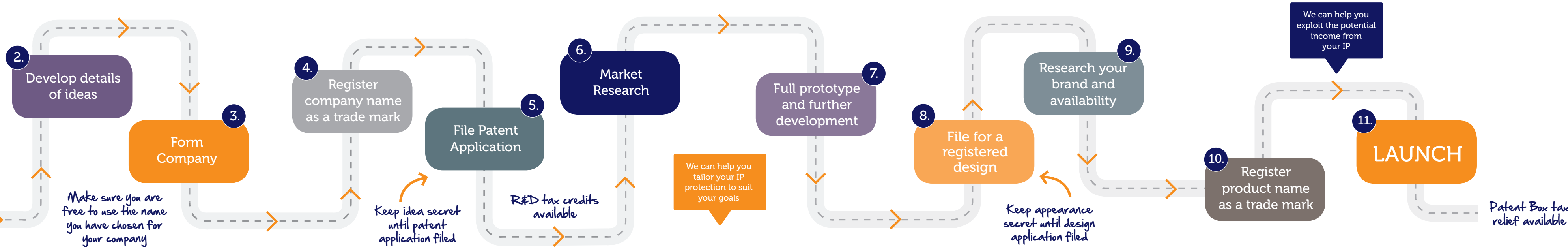
Self Funding

Development Grants and Initial Investment

Full Investment

We can help you work out what IP you have and how to protect it...

We can help you to work out what IP you have and how to protect it





Protect your lead

In an era of collaboration, you need to be aware that talking about your ideas in an open forum may harm your ability to protect your ideas and hard work.

Make sure you get early advice to make an informed choice.



Protect your brand reputation and market share

Avoid free riding and early competition.

Force competitors to come up with their own solutions to problems and new brand identities. They won't be as good as yours, will take time to develop and could cost the consumer more money.



Financial benefit

IP can give you a source of income through licensing and help you to secure tax relief such as R&D tax credits.

IP gives your business credibility - and investors the confidence to invest. It adds value, provides assets that can be borrowed against or sold. Essential for any business with an exit strategy.



Why Barker Brettell?

Working with you to understand your business and strategy

We ensure your IP protection is at the right stage of growth - and at the right cost

We explain IP rights in plain and simple terms

If it all gets a bit technical, we're here to make things easier to deal with

We have global connections

Helping you expand your IP and look at new market opportunities

We do the hard work for you

We save you time and money that can be better spent elsewhere

We make it cheaper for you in the long run

Use our experience to get it right first time


We want to make a difference

Good, early advice is invaluable.

Our approachable mentors invest time to support new businesses.

Our returns come with your success and expanding activities.

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If you are an entrepreneur, startup or early stage business and need help with your IP, please contact our dedicated team.

**Call us now on:
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Intellectual Property

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