Level 3
Launch Phase

Things get real now – all your assets are finalized and you will have to take a lot of business decisions

Conduct a risk assessment

For each asset in your game, identify any third party IP and how you have the right to use it. The table below can guide you.

Safe	Potential risk	DON'T !
• Original creations (*check if others have made something similar). • Works in the public domain. • Someone else's IP when licensed and used consistently with the agreement.	• Creation heavily inspired / partially copied from existing IP without permission. • AI & Open Source. • Real people or brands, architectural and historical buildings.	• Use someone else's IP without permission. • Assume that a legal exception applies everywhere.

Key tips at concept phase

Identify your risks
Review all the elements of your game, and make sure you have the right to use them

Close the gap
Get access to third party IP that you identified you need before launch or take it out of your game

Evaluate your assets
Start thinking about the value of your assets and how to make money on other platforms. Protect the ones that will drive revenue

#LevelUPYourIP
#MakeIPYourBusiness

WIPO