

The background features several realistic water droplets of various sizes scattered across the white surface. On the left side, there are three horizontal brush strokes in yellow, red, and blue. The main title is centered in a large, bold, black sans-serif font.

IP STRATEGY FOR WOMEN INNOVATORS AND ENTREPRENEURS

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| protection, commercialization, and beyond

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THE PROTECTION

- PATENT, protecting new technological invention (Law 13/2016)
- UTILITY MODEL, protecting new but less inventive technological invention (Law 13/2016)
- INDUSTRIAL DESIGN, protecting new aesthetic design of industrial products (Law 31/2000)
- MARK, protecting identity as well as reputation of products' originator (Law 20/2016)
- TRADE SECRETS, protecting confidential information of high commercial values (Law 30/2000)
- IC LAYOUT DESIGN, protecting surface design of integrated circuit (Law 32/2000)
- PLANT VARIETY RIGHTS, protecting newly bred plant varieties (Law 29/2000)
- COPYRIGHTS, protecting expression of ideas in the form of literary and artistic works (Law 28/2014)

PROTECTION STRATEGY

- Sometimes overprotection is no better than no protection at all
- The key is to design the most optimum of protection efficiently.
- Understanding Intellectual Property Rights as important tools for fair competition.
- There's no such thing as too early for registering TRADEMARK.
- PATENT vs TRADE SECRETS, how to choose?
- INDUSTRIAL DESIGN vs design life
- Efficient COPYRIGHT protection where registration is not mandatory.

OWNERSHIP STRATEGY

- Who owns intellectual property?
- IP ownership in employer-employee situation
- Work for hire.
- Against joint-ownership; what is the better alternative?
- Personal ownership of IP as bargaining chip in start-up development.

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COMMERCIALIZATION STRATEGY

- Managing company IP portfolios.
- Licensing and Royalties.
- The role of publishers in copyright commercialization
- Collective rights management.

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