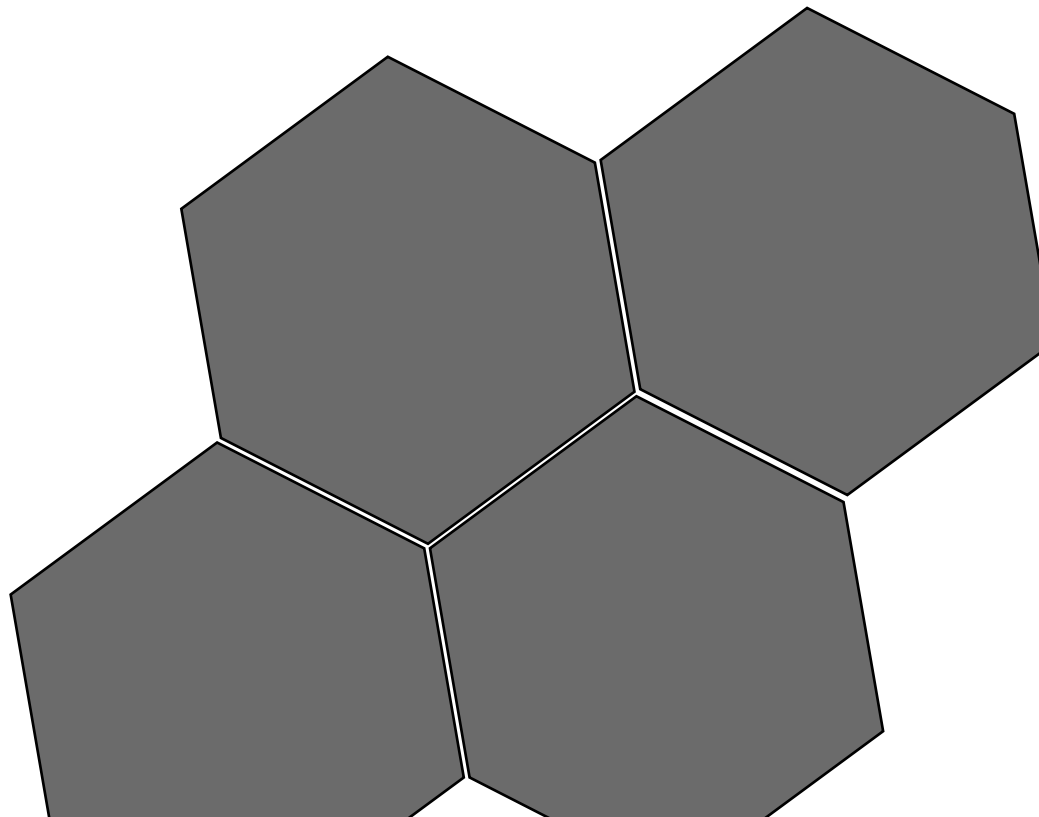




The Benefits of Intellectual Property Registration

Registered Patents Can...

1. Reduce the risk of theft of your invention by potential investors and licensees who gain access to the invention during the negotiation process.
2. Allow the patent owner to charge higher prices because of the patent's limited monopoly and the power to exclude others from making, doing, and selling what the patent owner is making, doing, and selling.
3. Keep competitors out of the marketplace because they see the risk of infringement as greater than the benefits from potential profits.
4. Encourage settlement between patent owners through cross-licensing instead of litigation.
5. Allow the patent owner to obtain royalties from those who want to license the invention for their own use.
6. Help the owner of a patent obtain investment capital and business loans.
7. Serve as a marketing tool to increase sales.
8. Increase the value of intangible assets of an enterprise.

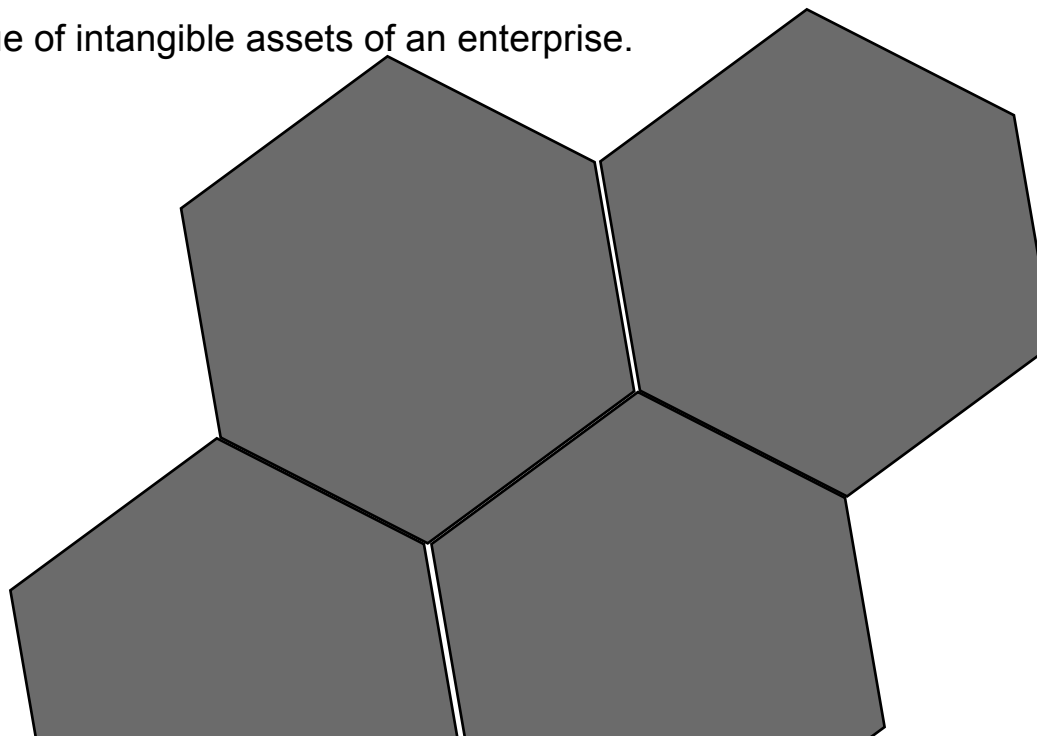




The Benefits of Intellectual Property Registration

Registered Trademarks Can...

1. Create a public record that puts the public on notice of the registrant's claim of ownership of the mark and acts as a bar to the registration of another, confusingly similar mark.
2. Create a legal presumption that the registrant is the rightful owner of the mark and that the registrant has exclusive rights to use the mark nationwide on or in connection with the goods and/or services listed in the registration.
3. Enable trademark owners to bring an action concerning the mark in federal court to obtain monetary remedies, including the disgorgement of the infringer's profits, the trademark owner's damages, costs, and, in some cases, statutory damages, treble damages, and/or attorneys' fees.
4. Give the holder of the U.S. registration a basis to obtain registration in foreign countries.
5. Give the trademark owner the ability to file the U.S. registration with the U.S. Customs Service to prevent importation of infringing foreign goods.
6. Help the owner of a trademark to obtain investment capital and business loans.
7. Serve as a marketing tool to increase sales and increase brand value.
8. Increase the value of intangible assets of an enterprise.

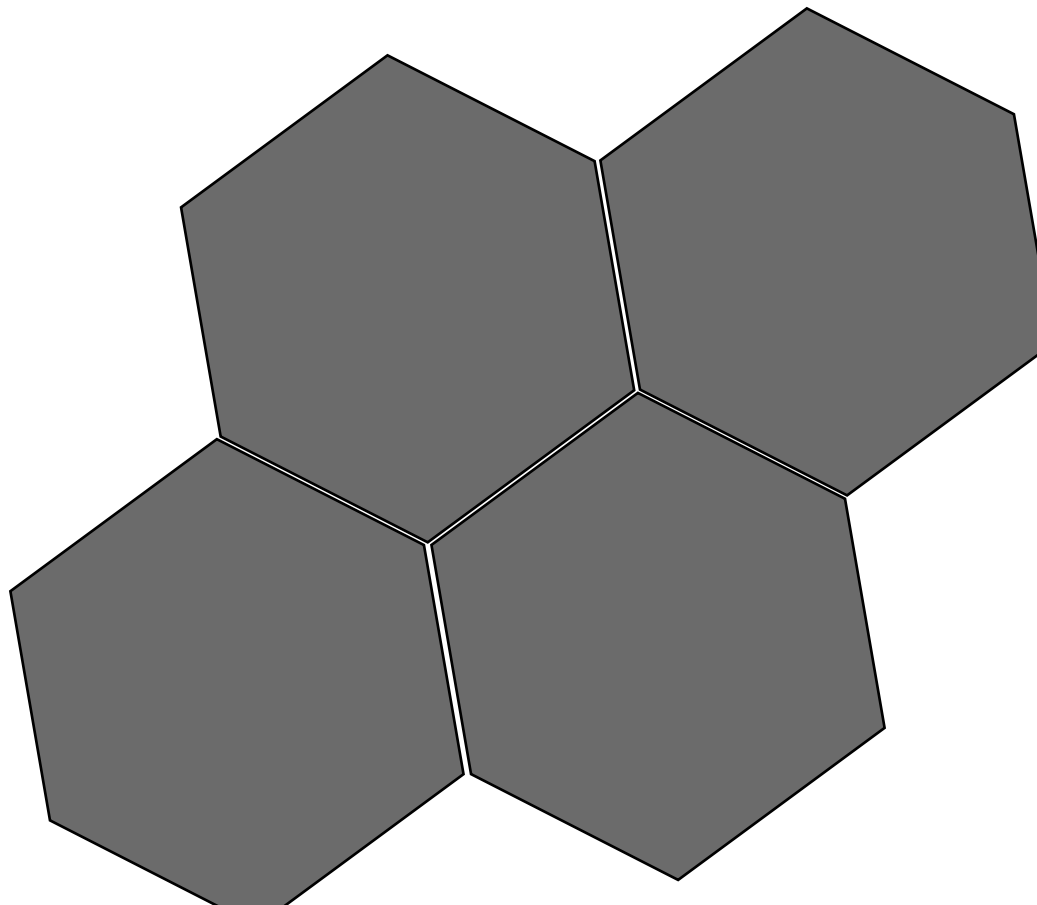




The Benefits of Intellectual Property Registration

Registering Copyrights Can...

1. Create a public record putting others on notice of the copyright holder's ownership.
2. Enable copyright holders to sue infringers in federal court; no copyright application of registration, no lawsuit.
3. Establish sufficient evidence in court concerning the validity of the copyright and the facts stated in the copyright certificate if registration is made before or within five years of publication.
4. Be entitled to seek statutory damages and attorney's fees in federal court if registration is made within three months of publication of the work or at any time prior to an infringement of the work. Without registration, the copyright owner is entitled only to an award of actual damages and profits which can be tough to prove.
5. Give the copyright owner the ability to record the registration with U.S. Customs to protect against the importation of infringing copies into the U.S.
6. Increase the value of intangible assets of an individual or enterprise.





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The Benefits of Intellectual Property Registration

What about Trade Secrets?

1. There is no such thing as a trade secret registration; it's all about maintaining confidentiality.
2. If trade secrets are kept confidential, they serve as intangible assets of an enterprise.

Interested in registration or still have questions? Reach out to us at info@renovalaw.net or by calling 503-807-8821.

