

## Eight reasons you should consider investing in the protection of your IP

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- 1 If you can protect your product, technology, brand and/or design, you can prevent them from being copied
- 2 You can gain rights to the exclusive use of the IP you protect
- 3 You can clear yourself from infringing a third party registered right
- 4 IP is an asset you can value on your balance sheet
- 5 There are significant tax savings to be made from IP that you have protected
- 6 You can charge higher prices if you have IP rights and can protect your market share
- 7 You can also protect manufacturing and supply chain processes to reduce your production costs
- 8 If you are selling your business then owning IP supports your exit strategy and adds weight to your proposal

