



MJZanon IPR Lawyer
Marcus Julius ZANON

Use this checklist to explore the types of intellectual property you could exploit.

Do not include intangibles that are licensed from or owned by other companies!

Intellectual property inventory checklist

Holding	Yes	No	IP to consider	Actions to consider
Advertising or signage			Trademark Copyright	Include an indication of copyright and/or trademark rights
Algorithm			Trade secret	Require NDAs or <i>do not disclose!</i>
Book, magazine, newsletter or manual			Copyright	Include a copyright statement in a prominent location (year of first publication, owner, ©)
Business, product or service name			Trademark	Include an indication of trademark rights



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Holding	Yes	No	IP to consider	Actions to consider
Customer list or data			Trade secret Copyright	Require NDAs or <i>do not disclose!</i> Include a copyright statement if it is a compilation
Domain name			Trademark	Search trademark databases to ensure your domain name is not someone else's trademark
Logo or symbol			Trademark	Include an indication of trademark rights
Mobile app			Copyright Industrial design	Include a copyright statement on your app or download site Industrial design Maintain confidentiality until filing design registration for your graphical user interface; use NDAs
New or improved machine or device			Patent	Maintain confidentiality until a patent application is filed; use NDAs

M. J. Zanon – IPR Lawyer, Patents, Trademarks, Translations in Brazil

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Holding	Yes	No	IP to consider	Actions to consider
New or improved process or chemical compound			Patent	Maintain confidentiality until a patent application is filed; use NDAs
Packaging			Industrial design Trademark	Maintain confidentiality until filing design registration; use NDAs Include an indication of trademark rights
Photographs or illustrations			Copyright Industrial design	Include a copyright statement in a prominent location (year of first publication, owner, ©) Maintain confidentiality until filing design registration if applied on a finished article; use NDAs
Secret recipe, process or formula			Trade secret	Use NDAs; or if it can be easily reverse-engineered, seek patent protection!

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Holding	Yes	No	IP to consider	Actions to consider
Slogan			Trademark	Include an indication of trademark rights
Software			Copyright Industrial design Patent	Include a copyright statement in a prominent location (year of first publication, owner, ©) Maintain confidentiality until filing design registration for your graphical user interface; use NDAs Ask the Brazilian Intellectual Property Office for information on software-related patents (related concepts) Establish ownership with suppliers or clients through written agreement
Training materials			Copyright	Include a copyright statement in a prominent location (year of first publication, owner, ©)
Shape of a product			Industrial design	Maintain confidentiality until filing for design registration; use NDAs

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Holding	Yes	No	IP to consider	Actions to consider
Website			Copyright Industrial design	Include a copyright statement in a prominent location (year of first publication, owner, ©) Maintain confidentiality until filing design registration for graphical user interface; use NDAs

Footnote *

Securing formal protection is necessary to patent an invention and is recommended for trademarks, industrial designs and copyright.

Footnote 1

NDA refers to non-disclosure agreements. Legal services should be sought to draft a proper NDA.

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