

MOOSEDOG

Get it Patented!

**Innovation
masterclass**

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Confidential – Contains trade secrets

Topics to be covered

- IP – an investment
- Protection and alternatives
 - Trademarks
 - Designs
 - Patents
 - Trade secrets
- Where and when to protect your IP?
- Funding
- Tips and Q & A

Intellectual Property (IP)

You Own, You Decide



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IP - an investment

IP protection makes sense



Relatively small investment with potentially big payout.

Most notable benefits:

- ensures your company's status
- enables your business operations
- acts as tool to stop copycats
- adds value to your company/business

IP gives you rights and options



IP rights can be used like any other property you own:

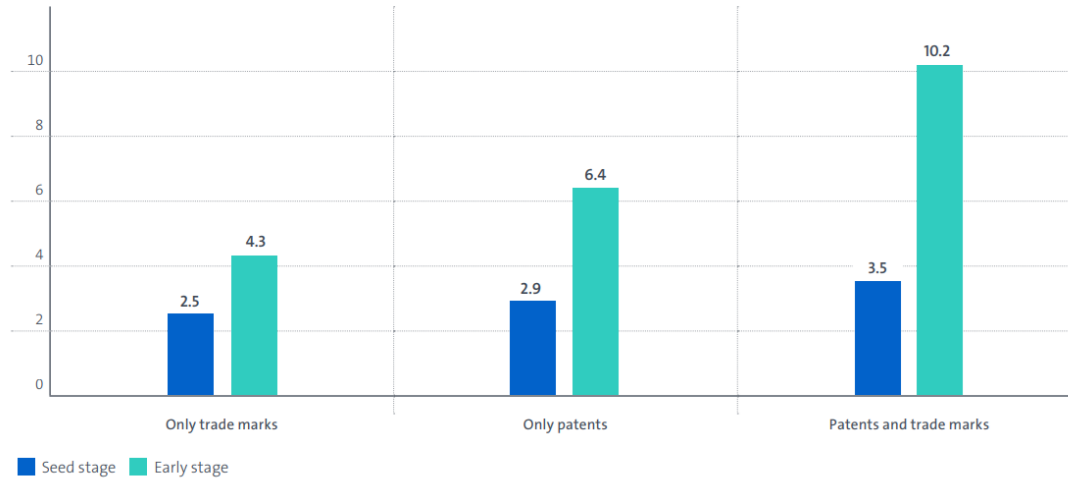
- You can use it
- You can sell
- You can license it

Startups with patents and trademarks are 10 times more successful in securing funding.



Figure E3

Increase in odds of funding for startups with prior patent or trade mark applications



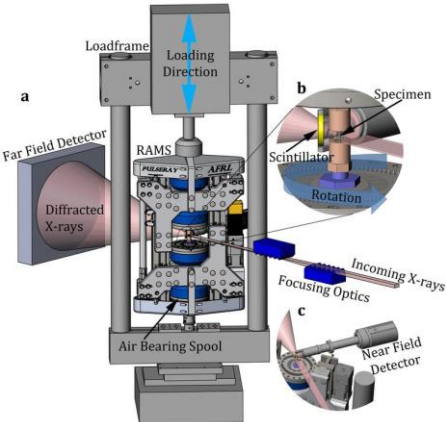
[European Patent Office's study](#) published 2023 October



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Protection and
alternatives

Example protection alternatives



PATENT

DESIGN

TRADEMARK

Patents, trademarks and designs protect different aspects but share some similarities



IP rights give you an exclusive ownership.

The scope of protection is determined by the application.

IP rights are territorial.

Protection is granted for a set amount of time.



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Designs

Unique and recognizable design can be registered

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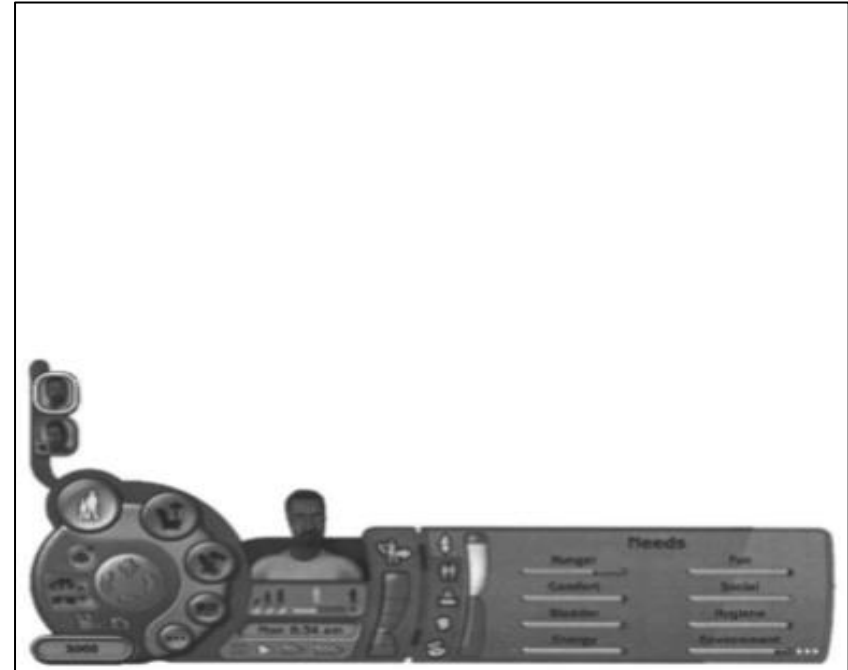


Examples of UI Designs

Game view
(The Sims 2)



Registered UI design





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Patents

New solutions to technical problems can be patented

Inventions, which are

- new, and
- inventive, and
- relate to a technical problem.

Inventions need to be novel and inventive

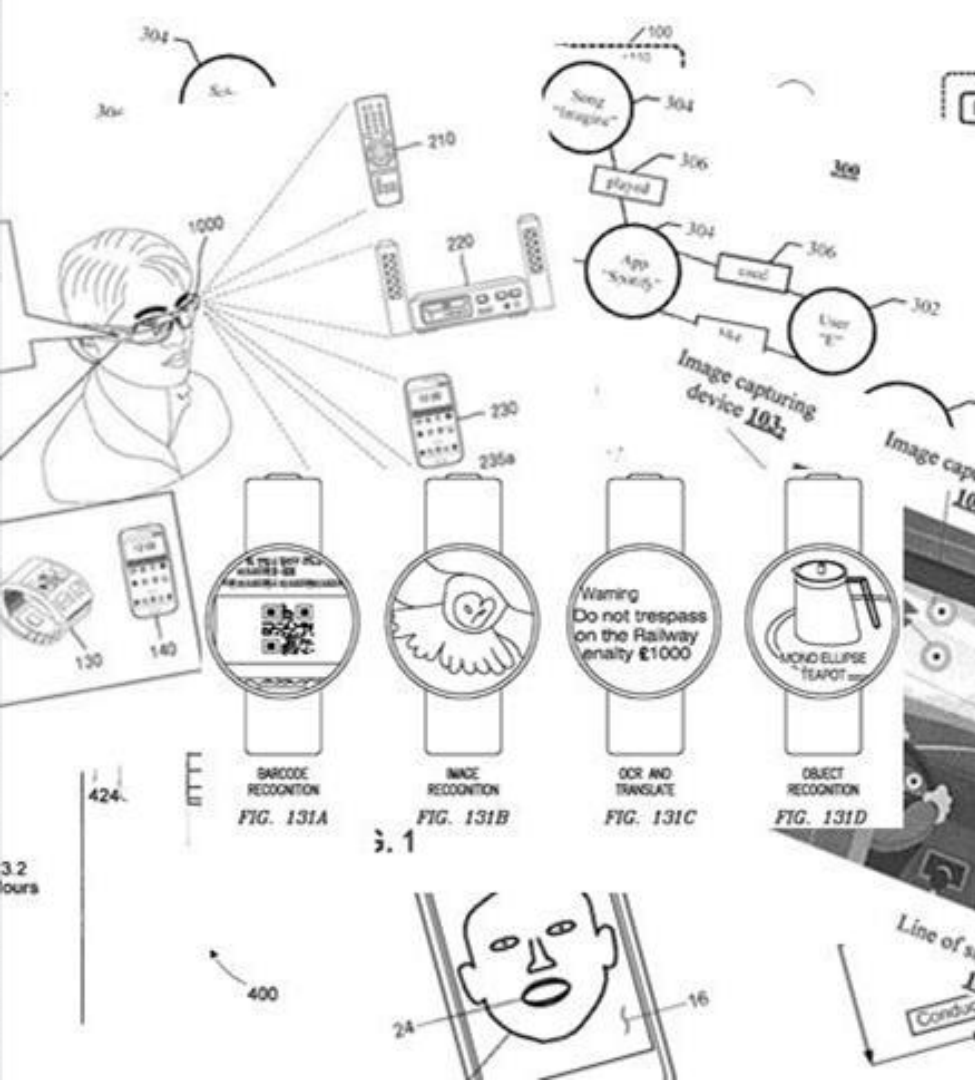


Novel:

The invention new and hasn't been made available to the **public in any way**. Important – don't publish too early!

Inventive:

- It has an unexpected or surprising result
- It was not obvious to try or non-routine
- It overcomes a technical problem



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When and where
to protect your
IP?

Suitable times to apply for IP protection depend on the protected rights



Patents and designs – before publication and as soon as possible!

Trademarks – when you have found a good name that you don't want anyone else to use



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Funding

Publicly available funding



Examples:

- Enterprise Estonia's Innovatsiooniosak funding
 - up to 7500 EUR
- EUIPO's funding for SMEs
 - covered amount depends on covered services

Private funding – Investors



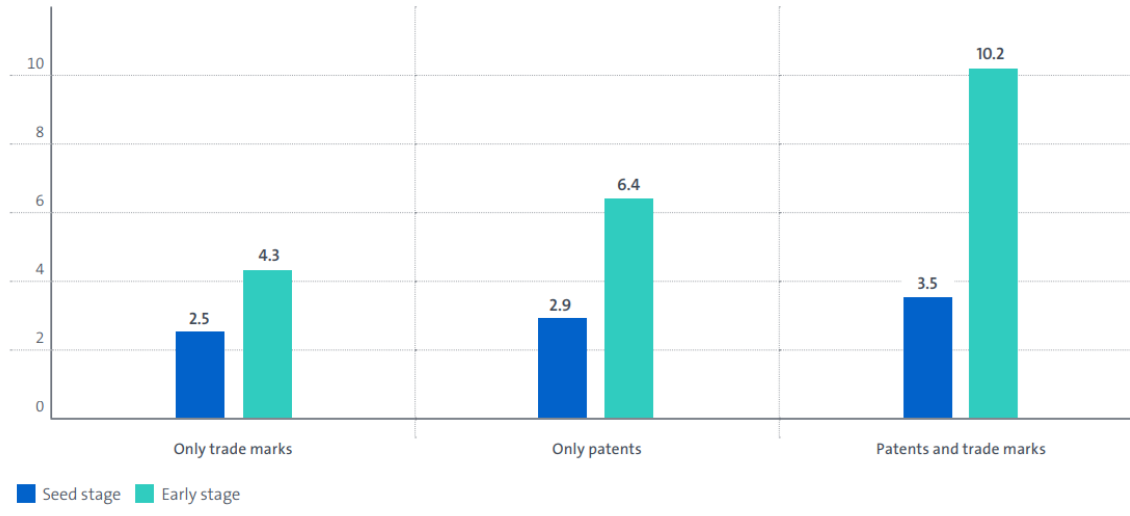
When discussing with investors about funding, having a clear understanding of your business is vital.

Investors highly value protected IP and it's almost always discussed during negotiations.

Investing in IP is worth it

Figure E3

Increase in odds of funding for startups with prior patent or trade mark applications



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Get it Patented



Moosedog offers turn key solutions to all of your intellectual property related needs



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Expert Services

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Moosedog Oy is a patent attorney company with focus and expertises on novelty searches, innovation workshops, and patenting.

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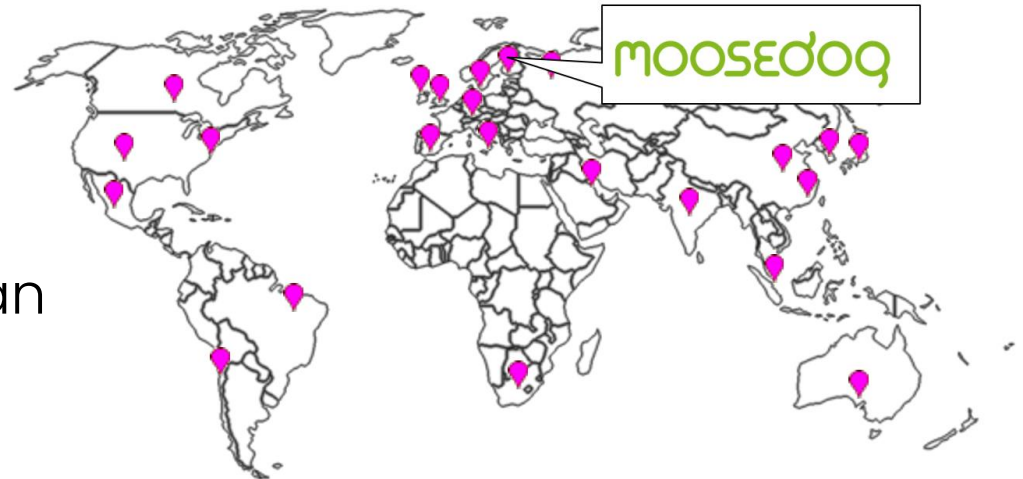
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