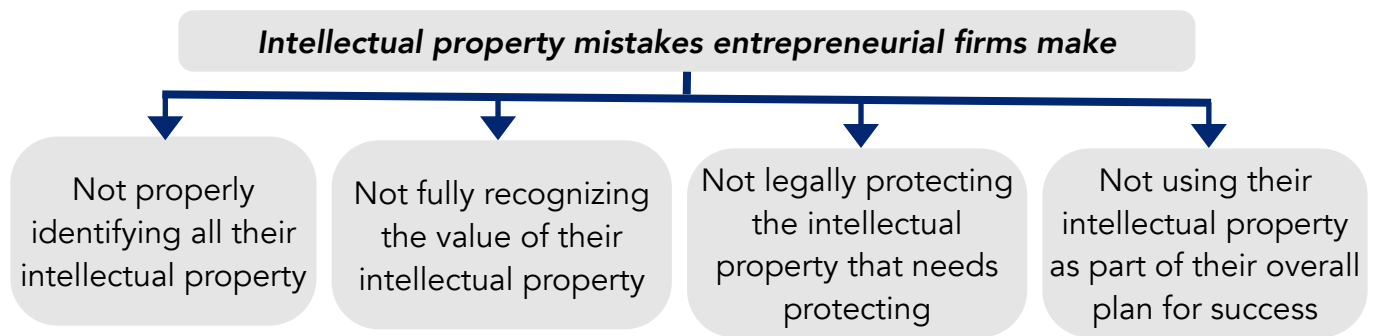


Intellectual property.



Intellectual Property that typically resides within a mid-sized entrepreneurial firm's departments.

Department	Forms of intellectual property typically present	Usual methods of protection
Marketing	Names, slogans, logos, jingles, advertisements, brochures, pamphlets, ad copy under development, product videos, customer lists, prospect lists, and similar items.	Trademark, copyright, and trade secret
Management	Recruiting brochures, employee handbooks, forms and checklists used by recruiters in qualifying and hiring candidates, written training materials, and company newsletters.	Copyright and trade secret
Finance	Contractual forms, documents describing the company's financial performance, written methodologies explaining how the company handles its finances, and employee pay records.	Copyright and trade secret
Management Information Systems	Website design, internet domain names, company specific training manuals for computer equipment and software, original computer code, e-mail lists, name registry.	Copyright, trade secret, and internet domain
Research & Development	New and useful inventions and business processes, improvement to existing inventions and processes, and laboratory notes documenting invention discovery dates charting the progress on various projects.	Patent and trade secret

Questions to ask when conducting an intellectual property audit.

Patents

- Are products under development that require patent protection?
- Are current patent maintenance fees up to date?
- Do we have any business methods that should be patented?
- Do we own any patents that are no longer consistent with our business plan that could be sold or licensed?
- Do our scientists properly document key discovery dates?

Trade secrets

- Are internal security arrangements adequate to protect the firm's intellectual property?
- Are employees who do not have a "need to know" routinely provided access to important trade secrets?
- Is there a policy in place to govern the use of nondisclosure and noncompliance agreements?
- Are company trade secrets leaking out to competitors?

Copyrights

- Is there a policy in place regarding what material needs the copyright bug and when the bug is to be put in place?
- Is there a policy in place regarding when copyrightable material should be registered?
- Is proper documentation in place to protect the company's rights to use the material in creates or pays to have created?
- Are we in compliance with the copyright license agreements into which we have entered?

Trademarks

- Are we using any names or slogans that require trademark protection?
- Do we intend to expand the use of trademarks in other countries?
- Do we need additional trademarks to cover new products and services?
- Is anyone infringing on our trademarks?