

## **10 Things You Need to Know About IP and Exports**

*If you are thinking of exporting...*

- Remember that Intellectual Property Rights (IPRs) can increase the commercial value of your products/services because they are signifiers of ownership, quality, reputation and experience.
- Be certain about the IPR your company owns in both local and foreign export markets.
- Examine your company's product. Differentiate your IPR for a) the physical goods; and b) the services, you export. IPR are tools which protect both the goods and the services that are essential to your business operations.
- Copyrighted works such as books, songs, movies, games, images and sounds, recognizing the complete set of your and others' copyright will open mutually profitable business avenues and avoid infringement.
- Technology or know-how, such as products developed by yourself or others, that can be protected by patents, trademarks or industrial designs; IPR can facilitate consistency on which consumers can rely both locally and abroad.
- Products/services that are based on agricultural/animal products; or linked to a geographical place of origin that influences the characteristics/quality; there are special IPRs that enable you to inform consumers abroad, bolstering your reputation and market access.
- Consider creating a virtual presence for advertising, marketing and selling your products/services, or those of third parties. Your IPR is a key tool when dealing with vendors, online companies and establishing long term relations with consumers.
- Through granting others abroad the right to sell your product/services (franchise), there are standard and customized IPR licensing models that are designed to give you a level of certainty when franchising your locally developed business to others abroad.
- Open innovation-based products, check whether licenses are valid in target markets.
- Through subsidiaries that manufacture and sell abroad, your IPR are the key tool that can facilitate the optimal customer value proposition and a profit formula in the country of export.

### **Helpful note:**

### **Where to go for help on IP and Export-related issues**

Exporters can receive expert international trade assistance from the following: (i) National and Regional IP Offices; (ii) Trade Authorities; (iii) Export Promotion Agencies; (iv) National Embassies; (v) Chambers of Commerce; (vi) Legal Counsel. Follow the WIPO Academy Course DL-730 on IP and Exports to learn more about the above topics.