



# IP Assist:

## Introduction to Intellectual Property (IP) for Innovative Unrepresented SMEs **LEVEL 1**

The IP professional will host a tailored **Level 1 (L1)** one-to-one IP awareness session with the SME during which they will provide industry-specific IP information and guidance to the SME.

L1 engagement provides the IP professional with an opportunity to connect, support and guide innovative Canadian SME to help them achieve their business goals.

Engagements with Small Medium Enterprises (SMEs) will take, on average, 3 hours (including IP awareness presentation followed by Q&As).

**There will be a \$1000.00 payment for the IP professional's time on the L1 engagement.**

## PRESENTATION GUIDE

**PART A** – Deliver a presentation that covers the topics noted below – this should take about 30-60 minutes depending on the industry and IP professional.

**PART B** – Question and answer time – this can take 60-120 minutes and is a time for one-on-one guidance and clarification on the presentation provided. This is not legal advice.



# — PRESENTATION GUIDE —

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## 1. What is IP? (Foundational Information relating to IP)

- Definitions and different forms of IP
- What are IP rights? – Legal right to prohibit, jurisdiction based...
- IP examples in everyday life (and when those IP forms are important – ex. patent vs. trade secret...)
- IP roadmap – what is the high-level general process from filing to issuance – associated steps and costs

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## 2. Why IP?

- Why IP rights are important?
- Industry specific examples that highlight why IP is important for your industry (this is an opportunity to include cases / examples that relate to the Industry selected by the IRAP SME)
- How IP can impact revenues, margins, market share...

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## 3. When and how to use IP

- When to prioritize IP?
- How you can proceed with filing / leveraging / using your innovations more strategically through IP rights.

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## 4. IP best-practices re SMEs

- Important considerations that innovative Canadian SMEs need to be aware of when it comes to IP
- For example, important considerations re confidentiality, disclosures, collaborations, IP management, agreements (ex. employment agreements, NDAs...),
- IP inventory and valuation (what SMEs need to know about IP they may have, or need)
- Developing an IP strategy to support business goals – what does this mean
- Monitoring IP landscape (technical landscape and competitor IP landscape)

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## 5. Other

- If there are any other relevant topics that need to be addressed, please feel free to include them.



[ipic.ca/IPAssist](http://ipic.ca/IPAssist)

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