

# Meeting with an IP Professional



Prior to your first meeting with an Intellectual Property (IP) Professional, review the following points and prepare as much information as possible. Consider your business in both the short and long terms. You do not need to answer every question below. However, the more information you provide, the better the IP Professional can serve you.

**1 Develop a basic outline of your business — Consider your target market and what you will be selling.**

- Will you be selling to the public, to organizations or to both?
- Will you be selling a product or a service?
- Will you be establishing a brand?
- Are there existing competitors?
- What distinguishes your business from competitors?
- What countries will your business operate in?
- Is your business already operating online or elsewhere?

**2 Develop goals — Consider what you are trying to achieve with IP protection.**

- Are you trying to prevent knock-offs and copycats?
- Are you concerned with similar, but not necessarily identical, products in the marketplace?
- Are you trying to differentiate a unique product, brand or service?
- Are you trying to attract investors?

**3 Be prepared to discuss timing and budget — IP is a powerful asset and requires investment in both time and money to make the most of it.**

- When are you planning on enforcing, licensing or otherwise using your IP?
- Is there an active competitor in the marketplace that you need to consider?
- Is deferring costs important for your business?

## Ask Questions

During your first meeting with an IP Professional, explain your business and cover as much of the information you prepared as possible. Listen to what the IP Professional has to say, and then consider asking some or all of the following questions. The IP Professional is there to help inform and serve you, so don't be afraid to be inquisitive.

- What types of IP are available to protect my business, products and/or services?
- What does each type of IP protect?
- Which type of IP and what strategy do you think would best achieve my goals?
- How long will it take to obtain IP protection?
- What are the costs for obtaining IP protection?
- What are the costs for maintaining IP protection?
- Is there anything I should do, or avoid doing, before protecting my IP?