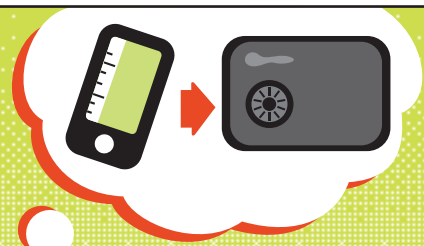


Peter has a small business and has a great idea for a digital measuring device!

He built a prototype



...and wants to protect his innovation!

What does Peter do first?

The road to intellectual property (IP) protection

- patents
- trademarks
- industrial designs
- copyright
- trade secrets

Step 1

Keep it a secret!

Shhh!

Peter doesn't reveal his innovation to anyone.

Need to share your invention before you protect it?

Have confidentiality agreements: canada.ca/protect-your-innovation

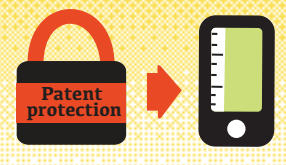
Step 2

ASSESS your IP

Peter does his homework to know what he should do.

canada.ca/learn-IP

He learns about the benefits of patent protection.



Step 3

Search!

Peter is confident his invention is original, new and useful.

FREE SEARCH TOOLS!

- 1) canada.ca/find-patents
- 2) wipo.int/patentscope
- 3) google.com/patents

Step 4

To save time and money before applying, Peter can:



TIP Have an IP strategy that supports his business goals.

- Business Plan
- IP Strategy

TIP Talk to industry peers for free advice.



TIP Use free biz tools!



Step 5

Do I have everything I need to apply?

- basic IP knowledge
- IP strategy
- budget
- search results
- drawing and clear description of his invention (goals, features)

What's next for Peter?

1 Meet with a patent agent and file his application.



2 Consider protection of his other IP assets.

- TM** Trademark: register his brand name
- ID** Industrial design: register his original design of the device
- C** Copyright: register his original product and consumer info

This is Peter's path; yours may be different.

For more info, explore canada.ca/intellectual-property

Find valuable information and search free databases!