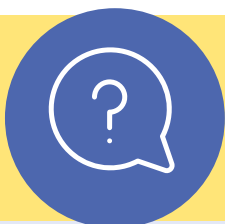


PROTECT YOUR UNIQUE ASSETS

INTELLECTUAL PROPERTY GUIDE FOR STARTUPS

3 protection pathways: Intellectual Property, Industrial Property, and Trade Secrets



Key question: Which protection mechanism best fits your business model?

01. INTELLECTUAL PROPERTY

Copyright

| What asset does it protect? | Does it require registration? | What do you need to do? | Examples |
|--|---|---|---|
| Software, content, and creative developments | No. It arises automatically upon creation of the work | Dated repositories, authorship records, assignment agreements | Source code of your platform or content on your website |



The biggest risk is not that someone copies you, but that you cannot prove authorship. That is why it is crucial to leave evidence from the very beginning.

02. INDUSTRIAL PROPERTY

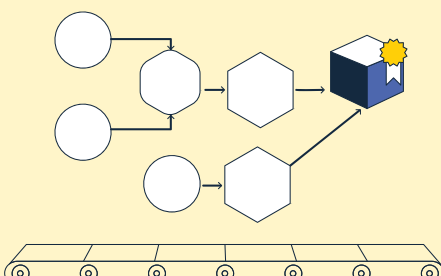
Trademarks

| What asset does it protect? | Does it require registration? | What do you need to do? | Examples |
|-----------------------------|-------------------------------|-------------------------|----------------------|
| Name and visual identity | Yes – OEPM / EUIPO | Apply for registration | Startup name or logo |



Patents / Utility Models

| What asset does it protect? | Does it require registration? | What do you need to do? | Examples |
|-----------------------------|-------------------------------|-------------------------|---|
| Technical innovations | Yes – OEPM / EUIPO | Apply for registration | Innovative device or industrial process |



Industrial Designs

| What asset does it protect? | Does it require registration? | What do you need to do? | Examples |
|--------------------------------------|-------------------------------|-------------------------|--|
| Appearance of products or interfaces | Yes – OEPM / EUIPO | Apply for registration | Design of a physical product or an app interface |



In Europe, software as such is not patentable, but computer-implemented inventions that provide an additional technical effect are.

03. TRADE SECRETS

Trade secrets

| What asset does it protect? | Does it require registration? | What do you need to do? | Examples |
|---------------------------------|-------------------------------|--|--|
| Algorithms, processes, know-how | No | NDA, shareholder agreements, internal confidentiality policies | Recommendation algorithm, data processing methods, list of strategic suppliers |



It is not about applying all the tools, but about choosing the ones that best fit your assets and business model.

BENEFITS OF PROTECTING YOUR ASSETS



Competitive advantage. Prevents others from copying your value proposition



Attractive to investors. Demonstrates strategy and protected assets



Legal certainty. Reduces risks and ownership disputes



Brand strengthening. Solid positioning in the market



Scalability. A solid foundation for growth and expansion into new markets



WANT TO LEARN MORE?

→ [“How to Turn Intellectual and Industrial Property into Your Startup’s Greatest Competitive Advantage”](#)

YOU MAY ALSO BE INTERESTED IN...

- [The shareholders’ agreement: key to startup success](#)
- [The importance of the shareholders’ agreement: keys to a solid and effective deal](#)
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