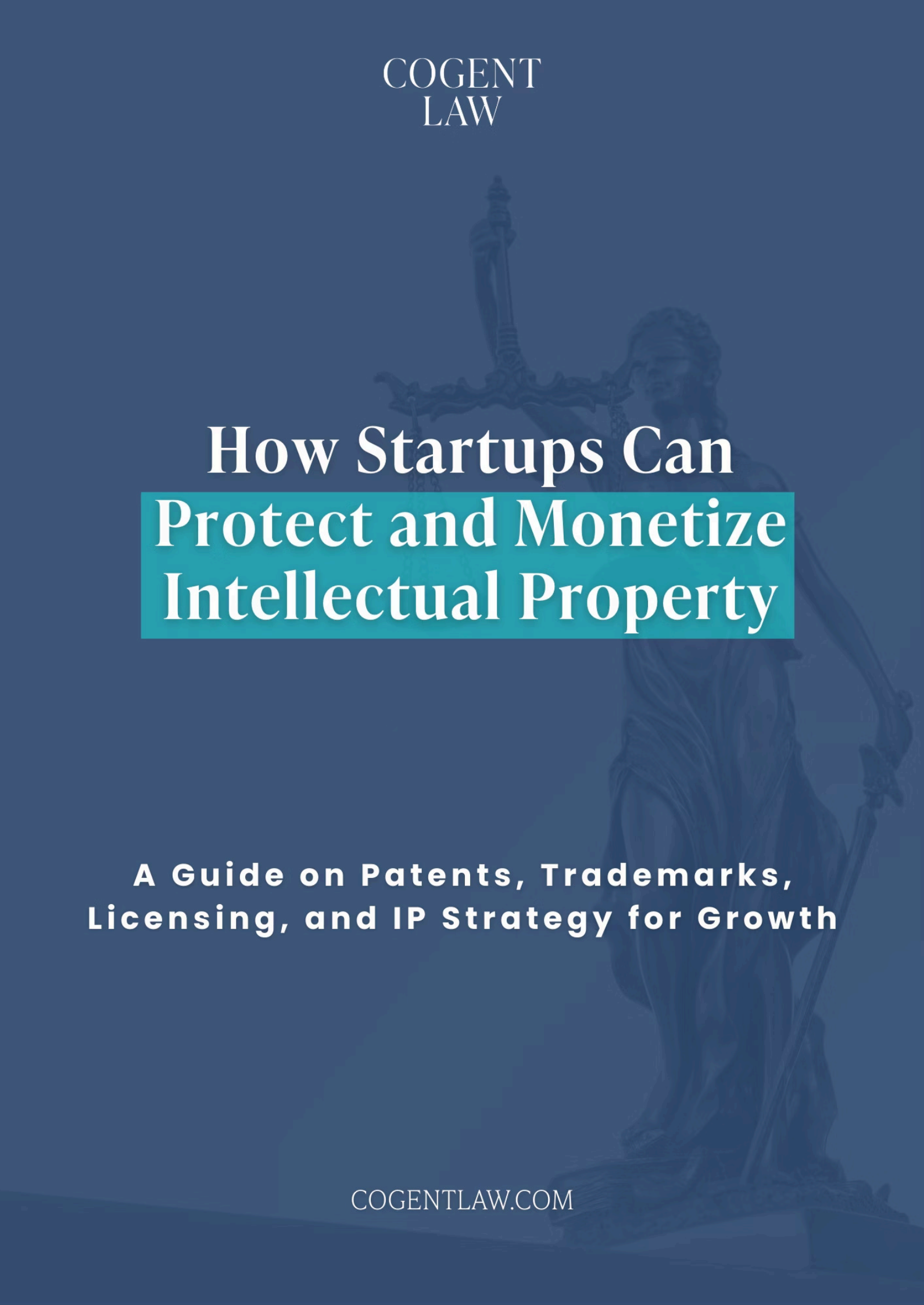


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How Startups Can Protect and Monetize Intellectual Property

**A Guide on Patents, Trademarks,
Licensing, and IP Strategy for Growth**

COGENTLAW.COM

Identify and Protect Core IP

Determine which innovations are patentable

Assess your technical innovations and unique processes to identify what qualifies for patent protection and provides competitive advantage.

Use copyrights for software, content, or creative assets

Protect your original code, marketing materials, and creative works from unauthorized use or reproduction.

File trademarks to protect brand identity

Secure your company name, logos, and distinctive brand elements that differentiate you in the marketplace.

Maintain confidentiality for trade secrets

Implement proper protocols to protect proprietary information, processes, and know-how that give you competitive edge.

Pro Tip: Work with a licensed patent attorney to ensure your IP protection aligns with business goals and future deals.

Align IP Strategy with Business Objectives and Structure Agreements

Align IP Strategy with Business Objectives

- Assess how IP supports your product roadmap
- Use patents and trademarks as leverage in fundraising
- Prepare IP assets for licensing or acquisition

A well-aligned IP strategy enhances valuation and investor confidence.

Structure Licensing and Tech Transfer Agreements

- Negotiate licensing terms that generate revenue while protecting core assets
- Use joint ventures or strategic partnerships to expand market reach
- Document clear rights and obligations in all agreements

Cogent Law specializes in structuring deals that monetize IP while minimizing legal risk.

Enforcement, Fundraising Readiness, and Ongoing Support

01

Prepare for Enforcement and Litigation

- Monitor for potential infringement of your IP
- Develop enforcement strategies for key patents or trademarks
- Defend against claims from competitors or bad actors

Cogent attorneys have successfully enforced IP portfolios through license negotiations and action in federal courts, generating significant royalties for clients.

02

Ensure IP Readiness for Fundraising and Exits

- Conduct an IP audit before raising capital
- Ensure clean ownership and clear documentation
- Position IP as a key asset in M&A or investment negotiations

Cogent Law helps startups secure funding and navigate exits by ensuring their IP portfolio is investment-ready.

03

Leverage General Counsel Support for Ongoing Needs

- Access legal guidance on contracts, partnerships, and governance
- Resolve business disputes with experienced commercial litigation counsel
- Integrate IP strategy with broader business decisions

Cogent Law acts as a trusted advisor for fast-growing companies needing strategic legal support.

Ready to Protect and Monetize Your IP?

Contact Cogent Law today to discuss how to safeguard your innovations, maximize their value, and strategically grow your business.

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