

IP INSIGHTS™

Intellectual Property for Everyone

Intellectual Property Goal Exploration

Meaningful IP goals can bring more focus and direction to your portfolio, showcase your business's values, and drive your business's mission. In this activity, you will think about your intellectual property goals in three different areas: trademarks, copyright, and advertising. Begin by writing a five-year goal, followed by a more specific one-year goal, then followed by a more specific one-month goal.

Remember to make your intellectual property goals SMART goals:

S = specific

M = measurable

A = attainable

R = relevant

T = time-bound

Ask yourself how you would like the intellectual property part of your business to look like in five years. Then use the one-year and one-month goals as stepping stones to your five-year goal.



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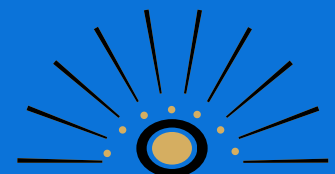
Trademark Goals

Trademark goals may include building your trademark portfolio, filing trademark applications at the USPTO, creating brand guidelines, etc.

My five-year goal:

My one-year goal:

My one-month goal:



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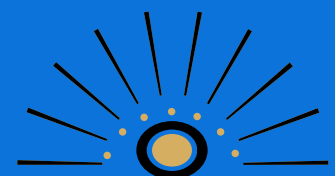
Copyright Goals

Copyright goals may include filing copyright applications at the US Copyright Office, creating content for your business, writing a book for your business, updating your website etc.

My five-year goal:

My one-year goal:

My one-month goal:



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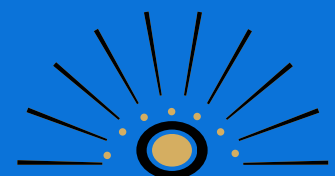
Advertising Goals

Advertising goals may include running contests/ sweepstakes, coming up with different sales and offers, creating coupons, evaluating your website for truth in advertising principals, etc.

My five-year goal:

My one-year goal:

My one-month goal:



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