



# Your Intellectual Property Journey: How to Expand Your Business with IP



Free business guides are available to help you drive business growth with intangible assets



## FIRST THINGS FIRST

### START POINT!

- Market analysis**
  - Know your target audience and operating environment
- IP audit**
  - Know what IP you own and the gaps
- IP valuation**
  - Know how much your IP is worth



## 4 WAYS TO MONETISE YOUR IP

1. Direct sales
2. Licensing
3. Franchising
4. Joint ventures

### Direct Sales:

- E-Commerce or physical stores
- Essential to understand regional laws and regulations
- Larger financial risk but more control over outcomes

### Licensing:

- Most suitable for products
- Able to rely on in-market business partner to navigate local laws and regulations
- Lower financial risk, weaker degree of control e.g. quality issues

### Franchising:

- Often most suitable for services
- Able to rely on in-market business partner to navigate local laws and regulations
- Often involves large amount of administrative work



## GO GLOBAL WITH YOUR IP

### END POINT!

### Singapore's major export destinations (% of total exports in 2018)

- China - **12.2%**
- Hong Kong - **11.8%**
- Malaysia - **10.9%**
- Indonesia - **8.0%**
- United States - **7.7%**

(Source: Comtrade (2018))



## USING IP AND OTHER INTANGIBLE ASSETS OVERSEAS



- Must register trade mark in each country that business would like to use ® in



- File early to ensure rights to use trade mark and domain names



- Include IP terms in contracts between two parties

Part 1:

Your Intellectual Property Journey:  
What is IP and Why is it Important?



Part 2:

Your Intellectual Property Journey:  
How to Expand Your Business with IP



Part 3:

Your Intellectual Property Journey:  
How to Enforce Your IP Rights

