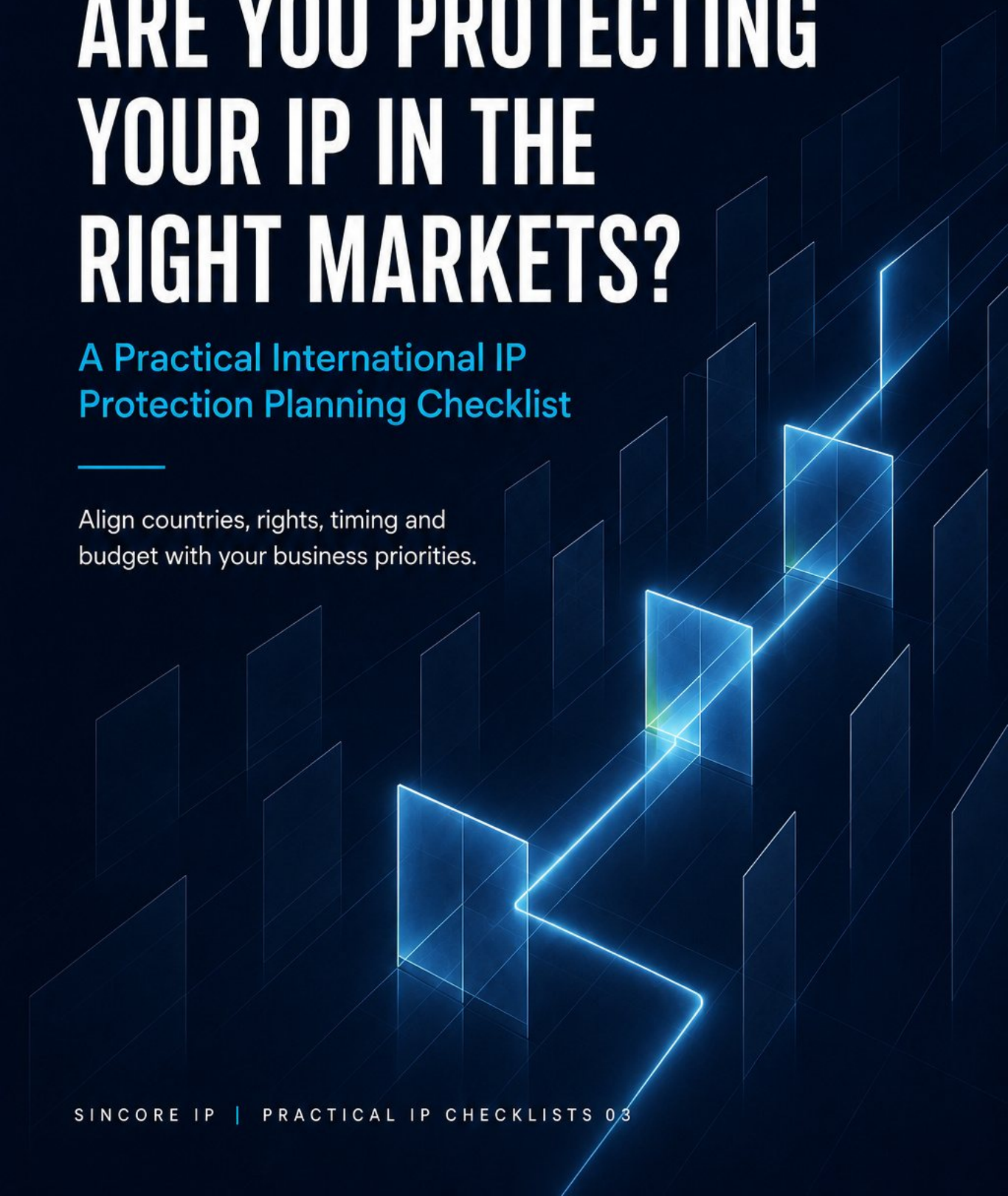
IP PROTECTION CHECKLIST

ARE YOU PROTECTING YOUR IP IN THE RIGHT MARKETS?

A Practical International IP Protection Planning Checklist

Align countries, rights, timing and budget with your business priorities.



INTERNATIONAL PROTECTION STARTS WITH BUSINESS PRIORITIES

International IP protection is not about filing every right in every country. It is about selecting the rights, countries and timing that support where and how the business intends to compete.

Each market should be considered against its commercial importance, expected duration, operational role and IP risk environment.

BEFORE USING THIS CHECKLIST, DEFINE:

- The product, brand, design or technology
- Short-, medium- and long-term business goals
- Target customers, revenue, market importance and expected duration
- Manufacturing, sourcing, R&D and collaboration locations
- Licensing, distribution and commercial partners
- Local IP maturity, enforceability, competitor and counterfeiting risks
- Disclosure, launch and priority timelines
- Available budget and internal decision timeline

HOW TO USE IT

YES	This has been defined, reviewed and documented.
NO	This has not yet been addressed.
NOT SURE	Further information or specialist review may be required.

IMPORTANT

Completing this checklist does not determine the correct filing route, confirm registrability or preserve a legal deadline. If disclosure, launch or a priority deadline is approaching, country-specific advice may be required promptly.

KEY MESSAGE | Protect where the business creates, earns, competes and cannot afford to lose control.

YOUR INTERNATIONAL IP PROTECTION CHECKLIST

For each question, select Yes, No or Not Sure.

		YES	NO	NOT SURE
01 BUSINESS GOALS & MARKET ROLE				
01	Are the short-, medium- and long-term business goals for the product, brand or technology clearly defined?	☐	☐	☐
02	Have target customers, expected revenue, strategic importance and the planned duration of activity in each market been assessed?	☐	☐	☐
03	Have manufacturing, sourcing, R&D, collaboration, licensing and distribution activities been mapped by country?	☐	☐	☐
02 RIGHTS, SCOPE & TIMING				
04	Have the assets requiring protection been identified and matched to the relevant form of IP, such as patents, trademarks, designs or confidential know-how?	☐	☐	☐
05	Are planned disclosures, launches, exhibitions, investor discussions and priority deadlines recorded before filing decisions are made?	☐	☐	☐
06	Have national, regional and international filing routes been compared for territorial coverage, timing, flexibility and cost?	☐	☐	☐
03 LOCAL ENVIRONMENT & RISK				
07	Have local IP maturity, examination practice, enforcement options and the practical value of protection been considered for each country?	☐	☐	☐
08	Have competitor filings, market activity and potentially conflicting rights been reviewed in priority markets?	☐	☐	☐
09	Have copying, counterfeiting, import and online-channel risks been assessed against the importance of the market?	☐	☐	☐
04 COST, EXECUTION & REVIEW				
10	Does the budget reflect lifecycle costs, including filing, translation, prosecution, renewals, recordals and possible enforcement?	☐	☐	☐
11	Are ownership, applicant details, internal approvals, local representation requirements and filing documents ready?	☐	☐	☐
12	Are review triggers and exit criteria defined for new markets, product changes, partnerships, underperforming markets and renewals?	☐	☐	☐

A single timing, ownership or market-priority issue may require action even if most answers are Yes.
Use Page 04 to interpret your responses.

INTERPRET YOUR RESPONSES

Do not total the answers. Review each No or Not Sure response according to urgency, strategic importance and potential loss of rights.

A SINGLE DEADLINE OR DISCLOSURE ISSUE MAY OUTWEIGH THE REST OF THE CHECKLIST.

01 BUSINESS CASE NOT YET DEFINED

INDICATOR

The business goals, priority markets, expected duration or operational role of each country are not sufficiently clear.

NEXT STEP

Clarify why protection may be needed before selecting countries or filing routes.

02 COUNTRY & FILING PLAN REQUIRED

INDICATOR

The relevant rights, country-specific IP environment, route, budget, ownership or implementation requirements remain incomplete.

NEXT STEP

Build a documented plan connecting market priorities with rights, territories, timing and lifecycle cost.

03 ACT BEFORE DISCLOSURE OR DEADLINE

INDICATOR

A disclosure, launch, exhibition, priority deadline or other time-sensitive filing decision is approaching.

NEXT STEP

Obtain country-specific advice and confirm the required action before the opportunity to seek protection may be affected.

FROM RESPONSES TO ACTION

01 ALIGN

Connect IP protection with short-, medium- and long-term business goals.

02 PRIORITISE

Select markets using commercial value, operational role and risk.

03 PROTECT

Choose rights, countries, routes and timing.

04 REVIEW

Reassess the plan as products, markets, partners and budgets change.

This page supports preliminary prioritisation only. It does not determine filing eligibility, confirm registrability or preserve any deadline.

PROTECT THE MARKETS THAT MATTER

International IP protection is not measured by the number of filings. It is measured by how well protection supports the business.

A focused plan can help align rights, countries, timing and budget with commercial priorities while keeping the portfolio adaptable as markets change.

HOW SINCORE IP CAN SUPPORT

- Patent, trademark and design filing strategy
- National, regional and international applications
- Country and filing-route selection
- Pre-filing searches and risk review
- Foreign associate coordination
- Portfolio review, renewals and recordals

Sincore IP connects international protection decisions with where the business plans to create, operate, compete and grow.

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DISCLAIMER

This checklist is intended for general informational and preliminary self-assessment purposes. It does not constitute legal advice, confirm registrability or availability, guarantee registration or preserve any deadline. Filing options, requirements and outcomes depend on the relevant right, jurisdiction, facts and applicable procedures.