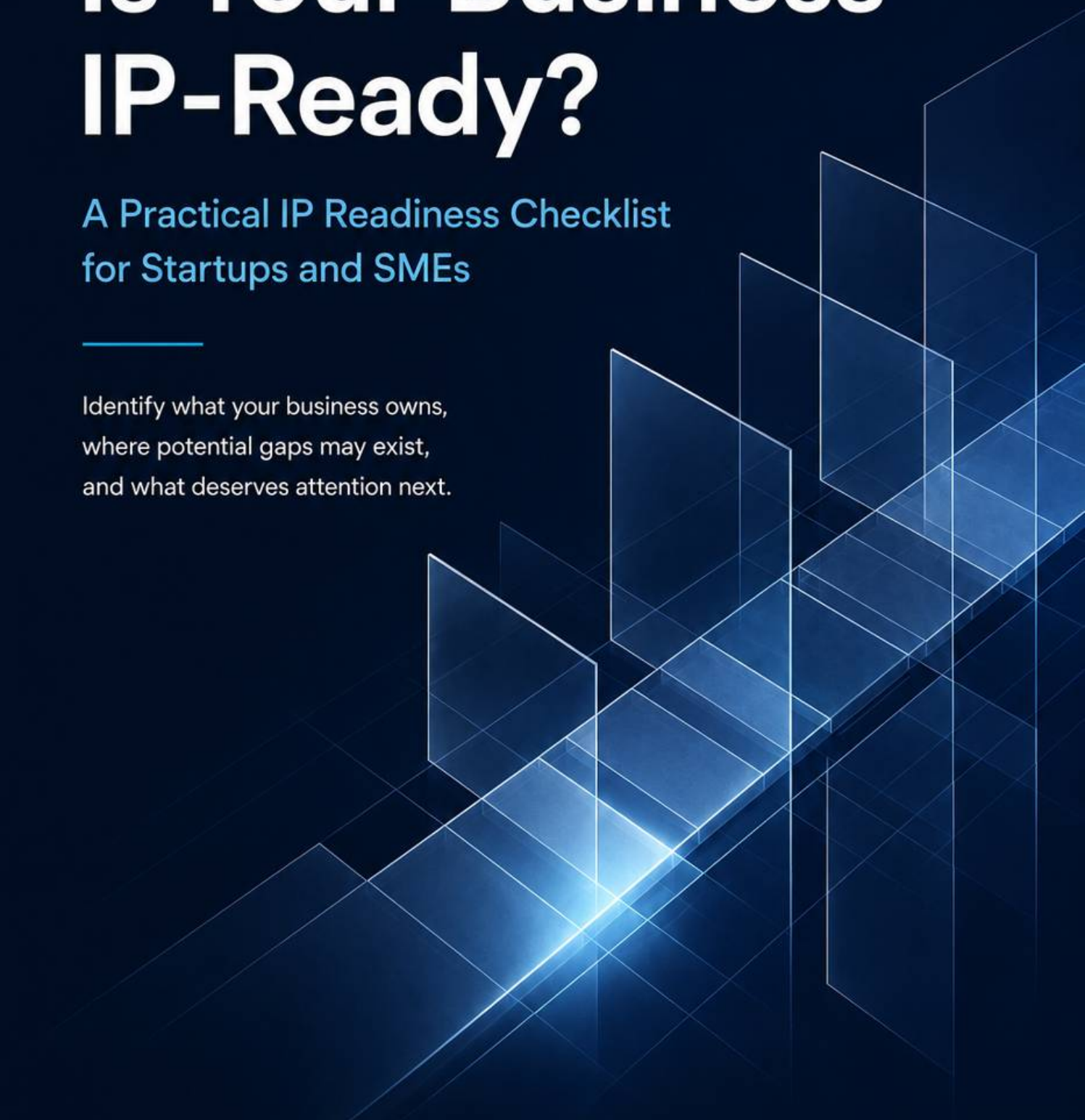
IP MANAGEMENT CHECKLIST

Is Your Business IP-Ready?

A Practical IP Readiness Checklist for Startups and SMEs

Identify what your business owns,
where potential gaps may exist,
and what deserves attention next.



IP READINESS STARTS WITH BUSINESS CLARITY

Every business creates and uses intellectual property. It may exist in a brand, product, technology, design, software, content, data or confidential know-how.

The challenge is not simply identifying these assets. Businesses also need to understand who owns them, how they are protected, where risks may exist and whether their IP decisions support their commercial goals.

WHO IS THIS CHECKLIST FOR?

- Startups establishing their IP foundations
- SMEs reviewing how their IP is managed
- Businesses preparing for growth, investment or collaboration
- Teams launching new products, services or brands

HOW TO USE IT

YES	This is documented and actively managed.
NO	This has not yet been addressed.
NOT SURE	Information is missing or requires verification.

A “Not Sure” answer is not neutral. It may indicate an area that deserves further review.

KEY MESSAGE

Your IP portfolio should reflect what the business is building, where it is going and what it cannot afford to lose.

YOUR IP READINESS CHECKLIST

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

		YES	NO	NOT SURE
01 IDENTIFY AND PRIORITISE				
01	Have you identified your core IP assets, including brands, technology, designs, content, software, data and confidential know-how?	☐	☐	☐
02	Can you identify which IP assets directly support revenue, market differentiation or future growth?	☐	☐	☐
03	Is your IP inventory updated when new products, services, brands or collaborations are introduced?	☐	☐	☐
02 OWNERSHIP AND CONTROL				
04	Is the legal owner of each core IP asset clearly identified and documented?	☐	☐	☐
05	Can the business demonstrate how it acquired IP created by founders, employees, contractors or commercial partners?	☐	☐	☐
06	Are joint ownership arrangements, licences and third-party IP dependencies clearly identified in your IP records?	☐	☐	☐
03 PROTECTION AND RISK				
07	Have your core brands, inventions and designs been assessed for protection before public disclosure or commercial launch?	☐	☐	☐
08	Before significant investment or launch, have you considered the relevant trademark, design, prior art or Freedom-to-Operate searches?	☐	☐	☐
09	Do you monitor relevant competitor filings and market activity for potential IP risks or emerging opportunities?	☐	☐	☐
04 MANAGEMENT AND BUSINESS ALIGNMENT				
10	Are your IP rights, territories, deadlines, renewals and related documents recorded in one reliable system?	☐	☐	☐
11	Is someone within or outside the business clearly responsible for overseeing IP matters?	☐	☐	☐
12	Are IP decisions reviewed against the company's short-, medium- and long-term business goals?	☐	☐	☐

WHAT DO YOUR ANSWERS SUGGEST?

Count the number of questions you answered No or Not Sure.

0–2 ANSWERS

A GOOD STARTING POINT

Your business appears to have several important IP foundations in place. Continue reviewing your IP position when introducing new products, entering new markets or changing your business model.

3–5 ANSWERS

GAPS TO PRIORITISE

Some aspects of your IP may not yet be sufficiently documented, protected or aligned with the business. Focus first on gaps connected to revenue, competitive advantage or growth.

6 OR MORE ANSWERS

A STRUCTURED REVIEW MAY BE NEEDED

Your business may benefit from a systematic review of its IP assets, ownership, protection measures and management processes. Start with areas that could create immediate commercial or operational risk.

PRIORITY CHECKS

Regardless of your total result, give prompt attention to any No or Not Sure answer concerning:

- Ownership of core IP
- How the business acquired its IP
- Joint ownership, licences or third-party IP dependencies
- Protection before disclosure or commercial launch
- Search requirements before significant investment or launch
- IP deadlines and renewals

REMEMBER

One significant ownership, disclosure or deadline issue may be more important than the overall number of gaps.

FROM RESULTS TO ACTION

1 IDENTIFY
Document the assets, ownership and current protection.

2 PRIORITISE
Focus on commercially important assets and material risks.

3 PLAN
Define the required action, responsible person and timing.

BUILD THE FOUNDATION BEFORE THE RISK GROWS

IP readiness is not about registering every possible right.

It is about understanding what matters to the business, identifying where protection or control may be missing and making informed decisions at the right time.

A PRACTICAL IP FRAMEWORK CAN SUPPORT:

- New product and brand launches
- Investment and due diligence readiness
- Commercial partnerships and licensing
- International growth
- More consistent portfolio management

CONTACT SINCORE IP

For support with IP assessments, strategy and portfolio management:

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DISCLAIMER

This checklist is intended for general informational and self-assessment purposes. It does not constitute legal advice or a comprehensive IP audit. IP requirements may vary depending on the jurisdiction, business circumstances and rights involved.