

Intellectual Property Strategies for Breweries

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Introduction

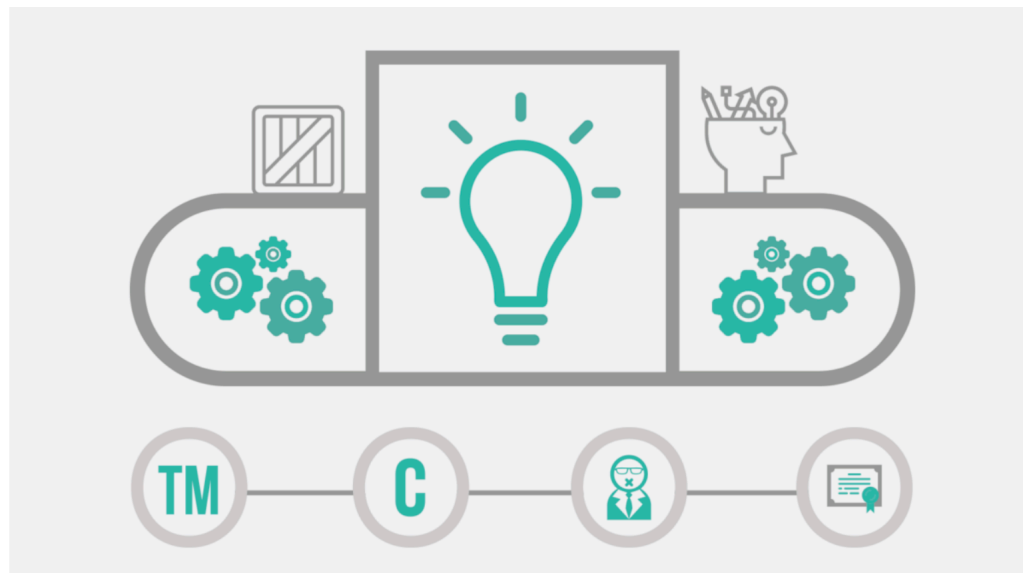


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Overview of Intellectual Property

- Patents
- Copyrights
- Trademarks
- Trade Secrets



Why is Intellectual Property Important?

- It is incredibly valuable.
- And you must always remain investor or buyer ready.



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Strategy #1

Keep your idea separate from your day job.



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Strategy #2

Create a separate company for your intellectual property.



Strategy #3

Have every contributor assign their intellectual property rights to the company.



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Strategy #4

Make sure you have a strong and protectable brand.



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Strategy #5

Use confidentiality and non-disclosure agreements.



Strategy #6

Carefully onboard team members.



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Strategy #7

Vigilantly protect your rights.



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Questions and Comments

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