



Intellectual

**MANAGING**

**INTELLECTUAL**

**PROPERTY**

**RIGHTS**

Brought to you by

**channelrisk.com**

# Intellectual Property

Intellectual Property is arguably the most under managed, under protected, asset on an organizations balance sheet.

Whether it be patenting a technology, product, or your brand name, trillions of dollars in value are lost every year to copyright infringement, cyber squatting, brand dilution, and reputational risk.

A company's brand name and reputation are undeniably its most important asset. Without brand recognition or a good reputation, your business is as good as dead.

Although an intangible asset, brand value is slowly being recognized as an asset to be listed on a corporation's balance sheet. Albeit brand equity not being regarded as a substitute for liquid assets nor as an accepted capital consideration, a company's good will is significantly boosted when a company's intellectual property rights are properly documented and protected.

Now is the time to protect your brand image if you are a company with regional or global ambitions. A recognized brand in your industry and among your customer base, it is important you understand the basics of intellectual property rights protection and hire a professional to help you identify, protect, and manage your brand equity.

Global Risk Associates is one company offering intellectual property rights consultancy and protection services, and arguably one of the only companies in the GCC offering an A to Z solution.

GRA had this to say, "From research, to identifying and documenting brand identity, to filing for global protection, and we are able to offer our customers a turnkey solution at a reasonable cost. The last thing corporate need is to expand into a new market only to find other organizations trading under the same name or a similar corporate identity. In some cases, the damage is irreparable."

In the past, protecting intellectual property rights was a daunting task. Fragmented global regulations, poor communication, and language barriers made it impossible for an organization to protect a global brand.

That now has changed with key initiatives such as the Madrid Protocol, and key free trade agreements as well as regulations within the EU.

Companies today are able to register key words in particular categories, logos, and other IP quite seamlessly and within weeks if not days.

We recommend risk managers and general managers alike to read carefully. Get your brand rights or don't regret it when your brand bites!