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How to Protect Your Intellectual Property (IP): Types of IP, the Process, and Other Strategic Considerations

Abstract: There are many forms of intellectual property – which one is most appropriate to cover the important work you are doing? As a start-up, which aspects of your work are most important to cover and how should you cover them? In this interactive session, we will discuss the different types of IP, pros and cons of each, and the process for obtaining IP protection. We will also discuss what you can do with your IP once you've obtained it. If we have time we will also discuss navigating waters filled with third party IP. Please bring your questions!