

Business _____

Owner _____

Date _____

Intellectual Property Assessment - Scoring System

5 Points	4 Points	3 Points	2 Points	1 Point
This area has been <i>fully addressed</i>	This needs <i>minimal improvement</i>	This needs <i>some improvement</i>	This needs <i>serious improvement</i>	This area has <i>barely been addressed</i>

Inventory Item	Description	Score
Trademarks		
1	Registered name of business as a trademark	
2	Does your business sell products under a brand name?	
3	Is that brand name registered as a trademark?	
4	Does your business conduct trademark clearance searches?	
5	Properly managing and monitoring trademarks?	
6	Registered logo for business as a trademark	
Copyright		
7	Does your business develop original works of art, manuals for use during training or consultations, videos for marketing and/or training?	
8	Has your business obtained copyright registrations for the original works?	
9	Does your business hire independent contractors to provide artwork or music for specific projects?	
10	Who owns the copyrights for those original works of art or music? The independent contractor or your business?	
Patents		
11	Does your business invent new products or processes for your business or for customers?	
12	Does your business conduct patent searches for new products and processes that it develops?	
13	Does your business have anyone that prepares and files patent applications for those new inventions or processes?	
Trade Secrets		
14	Does your business have recipes, algorithms, client lists, unique processes that you want to keep secret from competitors or potential competitors?	
15	What procedures do you have in place to protect your trade secrets?	
16	Do employees have access to the secret so they might take it with them when they change to another employer or open their own business?	
Licensing Agreements		
17	Do you allow other businesses to use your trademarks or copyright protected original works?	

18	Are you policing how the other businesses are using your trademarks and original works? How?	
19	Do you have a written agreement with those other businesses that clearly states how those trademarks or original works may be used?	
Inventory of IP Assets		
20	Do you have an inventory of all intellectual property assets owned by your business?	
Total:		0

Scoring Analysis				
100-96	95-86	85-77	76-70	69 - Below
All IP assets are registered, protected and inventoried.	A limited number of IP assets need to be addressed.	Some IP assets require attention.	Some steps have been taken, but most IP assets are not protected.	Your IP assets are not protected