

YOUR BRAND AND WHY IT'S WORTH PROTECTING

WHAT ASPECTS OF INTELLECTUAL PROPERTY CONSTITUTE A BRAND

Trademarks and copyrights are the intellectual property aspects of a brand that intertwine with other things like marketing, consumer experience and customer service. Trademarks take many different forms from words, logos, and colors to product packaging, product design, and sound. Marketing and business professionals should be looking for ways to build non-traditional types of trademarks into their brands. It not only increases brand awareness, it creates an asset for the company and an additional tool for stopping imitators. Similarly, unique copyrightable material becomes a valuable asset to the company for creating an asset as well as an enforcement mechanism. These pieces of IP can and should be used across all platforms, including websites, social media and other customer-facing aspects of your business.

WHAT IS THE VALUE OF A BRAND (AND WHY IT IS WORTH PROTECTING)

It is a very difficult task to give value to a brand since it is attempting to calculate an intangible "feel" that cannot easily be quantified in numbers. According to Forbes and several other ranking platforms, Apple is currently the most valuable brand on the planet. How did they get there and what are they doing to maintain their position as a leading brand? In many ways, they are doing this by creating intellectual property and then protecting it and enforcing it against real threats.

HOW TO PROTECT IT

A brand owners enforcement process for a company's intellectual property and brand-related rights can vary and includes steps from reviewing and assessing infringement, to sending demand letters and filing law suits.

FOR INFORMATION RELATED TO PROTECTING YOUR BRAND, CONTACT:

Rhett Barney at (509) 944.4642 or rhettb@leehayes.com.

Tips Courtesy of

RHETT BARNEY ATTORNEY, LEE & HAYES





APRIL MEETING NOTES: YOUR BRAND AND WHY IT'S WORTH PROTECTING

ASPECTS OF A BRAND

- Intertwines with other things
- Takes many forms
- Non-traditional differentiates
- Use across all platforms

VALUING

- Difficult to quantify
- Create intellectual property
- Protect and enforce

PROTECTION

- Enforcement rights vary

**See Reverse for full handout*

RHETT BARNEY

Attorney
Lee & Hayes

