

Protect your intellectual property

Your business idea is often the best thing you have. Here's how to protect your intellectual property.

Intellectual property (IP) rights are a crucial part of business planning, as they are the only form of protection business owners have for product invention and innovation. Simply put, they are the legal tools that protect your investment in product innovation, and stop others from exploiting that without your permission.

Business owners must protect their own IP, and ensure they don't infringe on the IP of others. To do this, a plan must be put in place. There are three main areas of a business that can, and should, be protected.