

INTELLECTUAL PROPERTY BASICS 101

HOW TO TAKE YOUR IDEA FROM
MIND TO MARKET



THE STEPS OF
TECHNOLOGY TRANSFER



PROTECTING YOUR IDEAS
PATENTS, COPYRIGHT, TRADEMARK



PATENTING TIMELINE
YOUR QUESTIONS ANSWERED



WHO CAN HELP?
CONTACT INFORMATION



Lakehead
UNIVERSITY

Economic Development
and Innovation

THE STEPS OF TECHNOLOGY TRANSFER

PROTECTING YOUR IDEAS



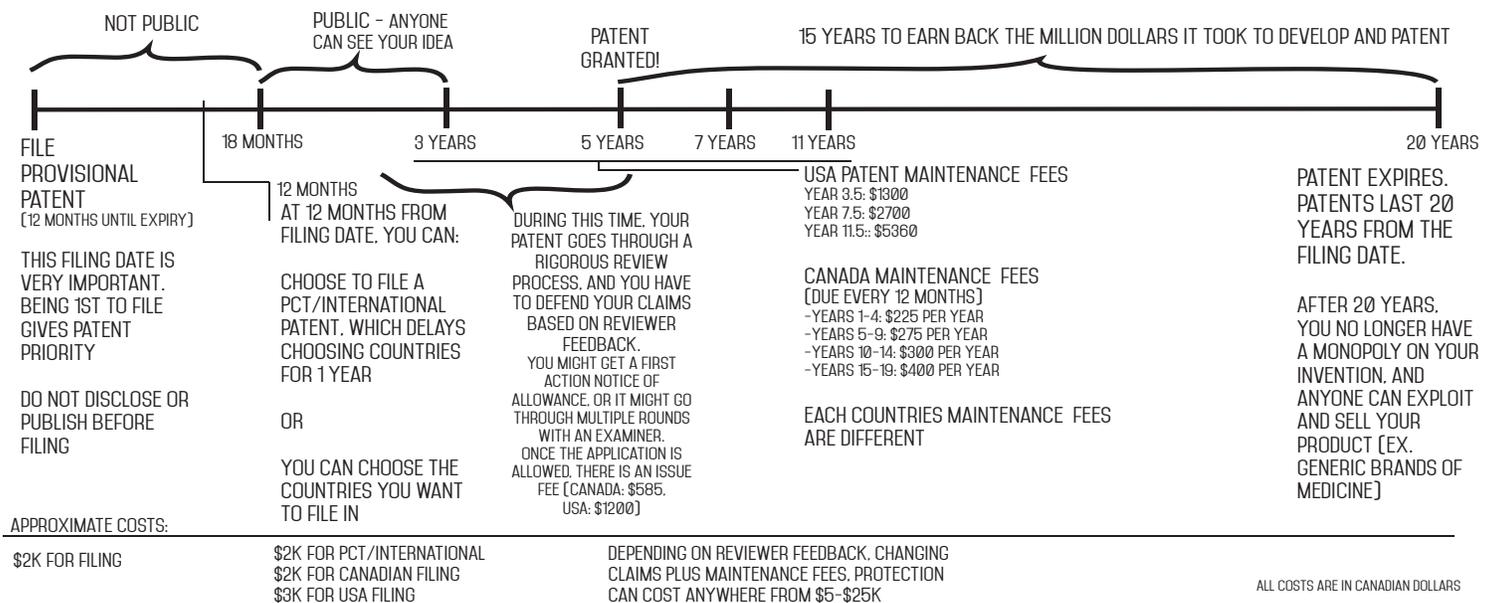
PATENTS PROTECT IDEAS, WHICH YOU HAVE TO FILE FOR, AND THEY PROTECT YOUR INVENTION FROM OUTRIGHT THEFT. PATENTS MUST BE NEW, NOVEL, AND NON-OBVIOUS. COST: THOUSANDS OF DOLLARS

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TRADEMARKS PROTECT BRAND NAMES, AND THEIR REPUTATION. THEY ARE SYMBOLS, WORDS, LOGOS, OR SHAPES THAT DIFFERENTIATE YOUR PRODUCT, SERVICE OR BUSINESS FROM OTHERS. COST: \$350 AND A YEAR, WITH NO ISSUES, UP TO THREE YEARS OTHERWISE

— STEPS TO — SUCCESS

PATENTING TIMELINE



WHO CAN HELP?



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