

“Of course you have a plan for your business. You also need an IP strategy that supports it. It is never too early in the life of a company to consider how to make the most of your intellectual property assets.”

**COPYRIGHT:** Copyright is the right to stop others from copying or performing or using or selling your creative work. To protect your copyright you have the option of registering it. It’s not essential, but it gives you statutory advantages, and you can’t sue for infringement of your copyright without registering it.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you’ve learned from this module?

## Questions for you, the entrepreneur

1. Does your IP Strategy involve reliance on copyrights? If so, what procedures do you need to implement and institutionalize to ensure that your copyrights are properly documented and used?
2. What management procedures do you need to implement to determine the possible impact on your copyrights of any planned dealings with others, such as product sales or responding to a potential customer's request for quote?
3. What management procedures do you need to implement to ensure that legally sufficient written agreements are put in place with any consultants, independent contractors, etc. to ensure that the company is, in the eyes of the copyright statute, the "author" and owner of the copyright in any work product they will produce?
4. What procedures do you need to have in place to manage the possible use of open source software by your team or by independent contractors or consultants who supply code to your company?

## Questions for your team, advisors, mentors

1. How do you contribute to the copyright assets of your company?
2. Do you understand my record keeping requirements relating to creating software or other work product?
3. Do you understand the risks of using open source software and the company's policies about open source software?

# Additional Resources from [www.KauffmanFoundersSchool.org](http://www.KauffmanFoundersSchool.org)

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>

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