

Protection of Company Intellectual Property (IP) When Entering International Markets

1. Conduct an audit of existing IP assets

- Determine what should be protected when entering international markets in your specific case:
- Trademarks
- Patents
- Designs, etc.

2. Register rights in target countries

- Registration of IP in one country does not protect assets in other jurisdictions.
- Use international mechanisms for registration:
- Madrid System (suitable for trademarks)
- PCT (for patents)
- Hague System (for industrial designs)
- Engage local lawyers to ensure proper registration and compliance with local legislation.

3. Conclude legally sound agreements

- Contracts with partners, distributors, and contractors should include:
- Confidentiality provisions (NDA)
- Rights to use and transfer IP
- Territorial and time limitations

4. Monitor infringements

- Monitor markets and online platforms for counterfeits or unauthorized use.
- Use legal enforcement mechanisms to protect your rights (claims, lawsuits, blocking measures).

5. Consult IP experts

- International IP law can be complex.
- Cooperation with specialized lawyers increases the chances of successfully protecting assets in international markets.

IP protection is a strategic process. It should begin early and be revised as the company scales and expands into new markets.