

# Ten Things Every Business Should Know about Copyrights, Trademarks, and Patents

1. You might not own the copyright to your logo, website, or printed materials if you hired someone to create them for you.
2. If your product literature, website, graphic art, and other copyrightable works are not registered with the U.S. Copyright Office, it may be cost prohibitive to stop your competition from copying these works.
3. If you infringe someone else's patent, trademark, or copyright, you might have to abandon your brand, destroy your inventory, and even pay the other party's damages and attorney fees.
4. If someone else uses or files an application to register a trademark before you do, any investment you have made preparing to launch your brand might be wasted.
5. The most creative trademark is essentially worthless if it is not legally available for you to use or able to be enforced against others.
6. Even if your trademark is successfully established, you do not have the automatic right to use that mark for other products or in other locations.
7. A trademark is not okay to use simply because it is spelled differently than other trademarks.
8. A patent does not give you the right to make, use, or sell your invention; it only gives you the right to stop others from doing so.
9. Your invention might not be patentable simply due to your delay in filing a patent application or your prior public use or disclosure of your invention.
10. Anyone you hire to help you develop your invention might end up owning rights to your invention.

If your business needs help with these or other intellectual property concerns, contact our team to set up a free initial consultation. At DASCENZO INTELLECTUAL PROPERTY LAW, our success in helping clients protect their intellectual property lies in the strong relationships we build with them. Whether you are an individual inventor or a global corporation, we will invest in getting to know you, your business, and your technology. Together, we can help you clearly understand your available options and develop a cost-effective strategy for protecting your intellectual property.



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