IP Strategy Checklist

Use the checklist below to determine whether your IP strategy includes all the requirements for the ElevateIP Alberta IP Strategy.

1.IP Inventory

- Registered, unregistered, digital, confidential, and contractual IP assets have been included, where applicable.
- The current owner of each asset has been clearly identified.
- Basic ownership agreements and IP clauses are in place for founders, employees, contractors, and other contributors.
- The key terms of relevant agreements have been summarized, including ownership, usage rights, confidentiality, restrictions, and financial or reporting obligations.
- Relevant third-party IP, licences, and usage restrictions have been identified.
- The inventory is comprehensive and has been created or **verified by an IP Service Provider.**

2.Business and Commercialization Alignment

- IP assets and recommendations have been linked to the company's business goals, revenue streams, growth plans, and commercialization activities.
- The strategy explains how IP supports the company's competitive advantage and market differentiation.
- Relevant monetization, licensing, partnership, or market-entry opportunities have been discussed.

3. Prior Art and IP Searches

- Relevant searches have been completed by an **IP Service Provider**.
- Prior art, patentability, freedom-to-operate, and trademark searches have been clearly distinguished, where applicable.
- Search findings have been used to support the recommended protection approach.
- The strategy explains why patent, trade secret, or another form of protection was selected.
- Relevant prior art has been considered for technologies intended to be protected as trade secrets.
- Search findings have been mapped to the business concept, value proposition, and final product.
- Prior art risks and patent life have been discussed.

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4. Market & Competitor Landscape

- Key competitors, products, technologies, and similar brands have been identified.
- Relevant market and technology trends have been discussed.
- Unmet customer needs and areas of market opportunity have been identified.
- The company's market position and differentiation have been clearly explained.
- The strategy explains how the company's IP supports its competitive advantage.

5. IP Assessment

- SWOT findings have been connected to the company's business strategy, commercialization plans, and competitive position.
- Weaknesses and threats have been transparently identified.
- Practical actions have been identified to address risks and pursue opportunities.
- SWOT findings have informed the strategy's priorities and action plan.

6. IP Protection Strategies

- A high-level protection strategy has been developed for all applicable IP assets and ***prepared or reviewed by an IP strategist***.
- Each recommendation explains what is being protected, why the approach is appropriate, and how it supports the business.
- A clear and comparable level of detail has been provided for each applicable protection type.
- Recommendations have been supported by relevant search findings, market considerations, business goals, and risks.
- Next steps, timelines, **costs**, and responsible parties have been identified.
- The trade secret strategy explains how confidential information will be protected in practice.
- Relevant access controls, confidentiality agreements, employment and contractor clauses, internal policies, data governance practices, and training have been addressed.

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7. Prioritization & Action Plan

- IP recommendations have been prioritized based on business importance, timing, risk, and available resources.
- Clear next steps, timelines, and responsible parties have been identified.
- Dependencies, anticipated costs, and required external support have been identified.
- Short-, medium-, and long-term priorities have been established.

8. Contingency Planning

- Contingency plans have been developed for protection that is unavailable, delayed, refused, or no longer commercially appropriate.
- Response plans have been developed for suspected infringement of the company's IP and allegations involving third-party IP.
- Plans have been developed for unauthorized disclosure, ownership disputes, and significant competitor threats.
- Responsibility for responding to and escalating IP risks has been assigned.

9. Ongoing Review & IP Culture

- The IP inventory, market landscape, protection recommendations, and action plan will be reviewed and updated regularly.
- Relevant review triggers have been identified, such as new products, markets, partnerships, team members, disclosures, or funding activities.
- IP responsibilities, training, onboarding, and internal reporting practices have been discussed.

10. Team and Capacity

- Internal and external responsibilities for implementing the IP strategy have been identified.
- Responsibility for monitoring and managing IP risks has been assigned.
- Gaps in legal, technical, financial, or operational capacity have been identified.
- Required support from IP service providers, advisors, or other specialists has been discussed