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## Intellectual Property Recognition Financial Benefit

Creation	<a href="http://www.cebe.world">www.cebe.world</a>
Protection	<a href="http://www.str8advie.biz">www.str8advie.biz</a>
Brand Community	<a href="http://www.inspiredesire.com">www.inspiredesire.com</a>
Joint Endeavors	<a href="http://www.keepitstr8.info">www.keepitstr8.info</a>
Individual Collaborations	
Joint Ventures	<a href="http://www.endeavors.international">www.endeavors.international</a>

Collaborators License  
Contributing Partners  
Licensed Partnership Production  
Developers Focused on Added Value  
Files Credentials Authorization

Strong Non-Disclosure  
Strong Access Control  
Exact Domains  
Avoid Co-Ownership

[www.Wipo.int](http://www.Wipo.int)  
[www.uspco.gov](http://www.uspco.gov)  
[www.commerce.gov](http://www.commerce.gov)  
[www.copyright.gov](http://www.copyright.gov)  
[www.councils.forbusiness.com](http://www.councils.forbusiness.com)  
[www.IEEEptentpolicvy.com](http://www.IEEEptentpolicvy.com)

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Service Mark Leasing  
Joint Endeavors • Joint Ventures  
Advisors – Creators  
“Culture of Collaboration”  
Summary: Enterprising Adventures  
Release My Passion  
Innovation SeeTheGreen.online Opportunity  
Deal On A Napkin  
Collaborations  
Lend Rights for Use of Intellectual Property  
(Formulas)  
str8advice.biz  
Joint Endeavored Licensing • Joint Ventured Cause-Driven Commerce  
Biz Expansion for Joint Endeavors  
Source Links  
keepitstr8.info  
Ventured Collaborations  
adviceaboutanything.com app  
CE Contributing Partners (Cause-Related Brands)  
healthwellness.solutions  
Technology • Legal • Finance  
Inspire Desire  
Cause-Driven Commerce • Experience LifeStyle  
Products  
Licensed Partners  
Promotions  
Point of Sale – A I  
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## **The Importance of Intellectual Property Rights**

The purpose of intellectual property rights is to encourage new creations, including technology, artwork, and inventions, that might increase economic growth. Intellectual property rights increase the incentives for individuals to continue to produce things that further create job opportunities and new technologies, while enabling our world to improve and evolve even faster.

**According to The U.S. Chamber of Commerce's Global Innovation Policy Center.**

### **What Are Intellectual Property Rights?**

Intellectual property rights are legal rights that provide creators protection for original works, inventions, or the appearance of products, artistic works, scientific developments, and so on.

### **Your company's IP**

Your company's IP, whether that's patents, trade secrets or just employee know-how, may be more valuable than its physical assets. Security pros must understand the dark forces that are trying to get this information from your company and piece it together in a useful way. Some of these forces come in the guise of "competitive intelligence" researchers who, in theory, are governed by a set of legal and ethical guidelines carefully wrought by the Society of Competitive Intelligence Professionals (SCIP). Others are outright spies hired by competitors, or even foreign governments, who'll stop at nothing, including bribes, thievery, or even a pressure-activated tape recorder hidden in your CEO's chair.

IP protection is a complex duty with aspects that fall under the purview of legal, IT, human resources and other departments. Ultimately a chief security officer (CSO) or risk committee often serves to unify intellectual property protection efforts. With protection from cyber attack now critical, the chief information security officer (CISO) now plays a major role.

### **Trade Secret**

Trade secrets are the secrets of a business. They are proprietary systems, formulas, strategies, or other information that is confidential and is not meant for unauthorized commercial use by others. This is a critical form of protection that can help businesses to gain a competitive advantage.

### **Trademark**

Trademarks are another familiar type of intellectual property rights protection. A trademark is

a distinctive sign which allows consumers to easily identify the particular goods or services that a company provides. Some examples include McDonald's golden arch, the Facebook logo, and so on. A trademark can come in the form of text, a phrase, symbol, sound, smell, and/or color scheme. Unlike patents, a trademark can protect a set or class of products or services, instead of just one product or process.

### **Copyright**

Copyright does not protect ideas. Rather, it only covers "tangible" forms of creations and original work—for example, art, music, architectural drawings, or even software codes. The copyright owner has the exclusive right to sell, publish, and/or reproduce any literary, musical, dramatic, artistic, or architectural work created by the author.

### **Intellectual Property Creates and Supports High-Paying Jobs**

IP-intensive industries employ over 45 million Americans and hundreds of millions of other people worldwide. The average worker in an IP-industry also earns about 46% more than his or her counterpart in a non-IP industry.

### **Intellectual Property Drives Economic Growth and Competitiveness**

America's IP is worth approximately US\$6.6 trillion, which is more than the nominal GDP of any other country in the world. IP-intensive industries account for over 1/3— or 38.2%— of total U.S. GDP. 52% of all U.S. merchandise exports are related to IP, and this amounts to nearly US\$842 billion.

## **SUPPORTING LINKS**

### **SOFTWARE FOR INTELLECTUAL PROPERTY COMMERCE**

REAL Software Systems is the leading provider of software and services to enable efficient IP Commerce.

<https://www.realsoftwaresystems.com/?gclid=CjwKCAiApNSABhAIEiwANuR9YKgcqAt4ZXaxwhX2wPxqc7>

<https://www.csoonline.com/article/2138380/intellectual-property-protection-10-tips-to-keep-ip-safe.html>

<https://www.inquartik.com/inq-intellectual-property-rights/>

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## Benefits of Licensing

Licensing is the process of leasing a legally protected (that is, trademarked or copyrighted) entity – a name, likeness, logo, trademark, graphic design, slogan, signature, character, or a combination of several of these elements. The entity, known as the property or intellectual property, is then used in conjunction with a product. Many major companies and the media consider licensing a significant marketing tool.

Licensing is a marketing and brand extension tool that is widely used by everyone from major corporations to the smallest of small business. Entertainment, sports and fashion are the areas of licensing that are most readily apparent to consumers, but the business reaches into the worlds of corporate brands, art, publishing, colleges and universities and non-profit groups, to name a few.

Licensing can extend a corporate brand into new categories, areas of a store, or into new stores overall. Licensing is a way to move a brand into new businesses without making a major investment in new manufacturing processes, machinery or facilities. In a well-run licensing program, the property owner maintains control over the brand image and how it's portrayed (via the approvals process and other contractual strictures), but eventually reaps the benefit in additional revenue (royalties), but also in exposure in new channels or store aisles.

We can License:

- Trademark, servicemark, copyright creation
- Design: logo, icons, symbols, color palette, typeface, website, renderings
- We create concepts, images, virtual and reality-based studios and advertising campaigns
- Taglines, slogans, jingles, ad copy that flows into a message
- Use of art/images for product development
- Co-market to test-market a brand for limited engagement
- Promotions through advertising campaigns, public relations, product placement, creative merchandising
- Provide networks, design opportunities, creative merchandising, and product placement through public relations.

### Brand Opportunities for Companies

**Brand Expansion:** Our diversified resources can lead or support company objectives to expand brand market reach and revenue in ways that make the most of resource capabilities.

**Brand Extension:** We expand the possibilities for client properties to increase in value by creating tangible extensions (products) that create demand for the use of the brand (licensing value).

We create recognition opportunities for licenses by co-brand marketing with other companies and licenses that inter-relate, through cost-effective regional, domestic or international campaigns.

Through our campaigned approach with our Sponsors and Brand Ownerships offered to Advisors we provide Licensing opportunities to Partner Companies and Joint Ventures developed to increase Brand Values for licensing and project funding

**Our programs to match interests include:**

- Positioning into a market and media strategy incorporating capital to innovative ventures and licensed partnerships to promote creativity for causes.
- Trade with our client, as part of the client's overall strategic business plan adopted through an advisory relationship.
- Build recognition of new ventures through our resources to sponsor development initiatives.
- Campaign for cause driven exchanges with our licensed partner companies for marketing, media, creative, and produce from product lines for contributions.
- Media and Commerce driven technological platforms merging Adviceaboutanything.com blog to educate on best practices, Health & Wellness, business and personal expansion matched to product or services.
- Provide info merged and product collections through the created promotional merchandise, for an ongoing source of revenue on a longer term basis through sponsors to causes.
- We offer Brands for Brand Development Programs to provide through Partner Companies to our Licensing Partnerships the added

The “window dressing” that attracts individuals and companies to purchase additional goods and services.

Joint Ventures or Co-Ventures for development with added value to offer either personally or professionally, a potential capital funding stream to continue development of branded projects.

Participation for Growth (joint endeavor agreement) for client licensing on a fee plus percentage of sales basis with services for commerce to increase through marketing media placement (sponsored in some cases for a cost effective budget to place through a strategy for opportunities to increase business profits.

Brand Development as ownership copyrights for licensing as part of the Intellectual Property strategic plan for new revenue streams.

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