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A black and white studio portrait of a woman with long, straight hair parted in the middle. She is wearing a dark, structured jacket over a white blouse with a prominent ruffled collar and lace detailing. She is looking directly at the camera with a neutral expression. The background is dark and out of focus.

Liani Taljaard 26 Nov 2021



Before launching your brand into a world of possibility, we suggest getting your ducks in a row by considering the following:

1. What type of intellectual property will you use in trade (copyright, trade marks, patents or designs)?
2. Who owns these rights? The ownership of certain rights is prescribed by legislation. Remember, just because you paid for it does not mean you own it.
3. What are the requirements to obtain protection for these rights locally?
4. In what territories do you aim to trade, not only in the near future but also later on?
5. What are the intellectual property laws and possible applicable Convention Treaties in those territories?

By mapping out your intellectual property needs beforehand, you will be able to mitigate your risks and preempt lengthy litigation in all territories that may be deemed “problematic”.

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