**How IP creates a valuable Brand?**

1. What are different IP rights?

* The five IP rights are:
  + - * Trademark – Protects distinctive signs of a business.
      * Copyright – Protects cultural, artistic and literary works.
      * Patent – Protects innovative products and processes.
      * Designs – Protects creative designs including textile designs
      * Geographical Indications - Protects Traditional Products specific for a geographical region.

1. What is Trademark?

* Trademark is a word, sign or symbol capable of distinguishing products of one business enterprise to that of another business enterprise.

1. What are the advantages of getting a Trademark?

* Avoid Duplication stop infringement
* Huge brand image and publicity
* Own your business name / logo legally
* Franchise / Lease your name and earn royalty
* Grow with your brand and assets

1. How should be your brand name?

* Attributes of a good brand –

* Create a unique and distinctive name – Apple for computers and Diesel for Jeans are well thought unique names
* Avoid descriptive names like Freeze Air for air conditioners as it is very common
* Avoid personal names and surnames.
* Avoid similarity to an existing name – anyways that illegal
* Avoid name of God and regions of world
* Try having the name short and unique as FedEx for Federal Express is quiet appreciated

1. Is your brand name associated with an artistic design or a Logo?

* Strong impact of your Goodwill and Reputation is carried ahead by a unique design of your name or logo if you have one go ahead!