

# Unlocking digital success with intellectual property (IP)

The digital transformation changes every aspect of our lives, which includes the way IP is used. When navigating the digital landscape, IP is a key tool for your business:



## Protection of digital assets, content, data

Ensures that creators can benefit from their works, e.g.

- software, apps, databases, online platforms can be protected as patents, copyright
- algorithms, AI models, proprietary data sets can be protected as trade secrets
- written articles, digital art, music, video content can be protected as copyright



## Encouraging innovation

By protecting new ideas and inventions.

This is particularly important in the digital world, where new technologies and business models are constantly emerging.



## Monetisation

Digital assets protected by IP can be licensed, franchised or sold, allowing your business to create new revenue streams and business opportunities.



## Competitive advantage

IP rights protect your works and investments, making your business more attractive to competitors. They also protect you against competitors that may try and unduly benefit from your innovation by copying all or parts of your products and services.



## Brand protection and recognition

In the digital world, brand reputation is crucial as your brand can reach a global audience and potential infringements can occur anywhere. Trade marks and domain names can protect your brand's identity in the online marketplace, helping to build customer trust and loyalty.

With the fast-evolving digital landscape, it is important to have a robust IP strategy to protect digital assets that may be created as part of your business' digitalisation efforts. Effective IP management can complement digital transformation, foster innovation and create value for your business.



**MORE INFO**

For more information and tips on how to get started, check out these free online tools:

- ▶ Discover guides: <https://business.ideaspowered.eu/discover>
- ▶ Free IP support: <https://www.euipo.europa.eu/en/sme-corner/free-ip-support>
- ▶ IP Scan: <https://www.euipo.europa.eu/en/sme-corner/ideas-powered-for-business/ip-scan>



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