

**KEY TAKEAWAYS**

# GOING GLOBAL

**WHY HAVING A GLOBAL IP STRATEGY IS  
SO IMPORTANT FOR BUSINESS**

**IAC CO-FOUNDERS PETER COWAN AND JIM HINTON  
& A FIRESIDE CHAT WITH DR. ANNE ROBINSON**

*ORIGINALLY BROADCAST  
ON FEBRUARY 11, 2021*

## INNOVATOR SERIES



Innovation  
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**IAC members, partners, and friends gathered on February 11, 2021 for the launch of the Innovator Series webinars, a program developed to bring IP experts together with business leaders in the Innovation sector to provide well-rounded insight on important issues Canadian businesses face every day. The “Going Global” workshop considered the importance of planning ahead to develop an IP strategy that allows companies to scale in different jurisdictions. A video of the event will be available shortly on the IAC website but here are some of the key takeaways and some questions for further reflection.**

**The Innovator Series is an opportunity to bring together experts in IP, innovation, business and other interdisciplinary areas to provide an open forum where ideas can be shared and discussions can be started. We would love to hear your thoughts on the session or potential topics that you would like to have explored.**

**Head to [www.ipcollective.ca](http://www.ipcollective.ca) to learn more about the series.**

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## **KEY IP TAKEAWAYS**

There is no such thing as an international patent or an international trademark in the sense that a Canadian patent or trademark, once registered, can be enforced around the world. Instead, a business needs to secure their IP in every jurisdiction in which they are looking to operate.

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As part of an early stage, long-term planning process, businesses should consider all the forms of IP they hold (including non-registered IP like copyright and trade secrets) and understand how deploying different kinds of IP in different circumstances or markets can help maximize protection options especially for those with tight budgets.

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Companies should think about patent costs in a 12-, 18-, and 24-month timeline and have the budget to maintain the patent process during this timeline.

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China is a particular market to understand and Chinese companies are dominating in global patent filing. Chinese institutions are highly invested in all forms of IP and it is important to understand the competition and the global environment in any business growth strategy.