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Nota di contenuto	Acknowledgements -- Acronyms -- Introduction -- The scope of this guide -- What is “intellectual property”? -- IP generating startup vs. IP consuming startup -- Understanding the technology readiness level (TRL) -- Business model vs. business plan -- Protecting your innovation -- Obtaining patent rights -- Ensuring trade secrets are protected -- Copyright protection -- Distinguishing your product in the market -- Obtaining a trademark right -- Domain names -- Obtaining a design right -- Going international -- Filing for patent rights in other countries -- Filing for industrial design rights in other countries -- Obtaining copyright protection in other countries -- Other strategic ways to exploit IP -- Licensing -- Assignment -- Access to finance -- Increase the value of the startup -- Attract partners and collaborators -- Managing risks -- Clarify ownership and usage rights -- Prevent litigation -- Avoid wasting time and resources
Sommario/riassunto	This publication serves as a comprehensive guide for small and medium-sized enterprises (SMEs) on managing intellectual property (IP). Produced by the World Intellectual Property Organization (WIPO), it covers various aspects of IP, including trademarks, patents, copyrights,

industrial designs, and franchising. The guide aims to help enterprises integrate IP strategies into their business models, enhancing competitiveness, innovation, and market positioning. It emphasizes the importance of protecting innovations, managing risks, and utilizing IP systems effectively. The content is tailored for startups and SMEs looking to leverage IP for growth and protection in both domestic and international markets. This resource is particularly beneficial for technology-based startups and those with innovative marketing strategies.
