



A K MYLSAMY & ASSOCIATES LLP
Chennai • Bengaluru • Coimbatore • Mumbai

Why is IPR important to adorn your crown among the business world - Some top amusing facts about IPR

1. Holding your business value high - "Brand"

Intellectual Property Rights are the most valuable intangible assets, which play a vital role in holding your business value high. It is tough to establish a business especially in this modern technological era where everyone has multiple platforms to promote their Products/ Services. Amongst the growing trends, IPR registration will help you to establish your brand through your exclusive brand identity.

2. Protection against the whole world - "Strictly no piracy"

The registration of your peculiar brand identity in whole will not only increase your business value but will also provide you with airtight protection against infringement by others. Franchising/ Licensing will be required in order to bank on the goodwill generated by your brand identity and prior permission will have to be obtained to affix your mark/ identity in products since you shall be the only emperor who has the power and right to use your unique IPR marks, trade name and brand identity. This protection given by IPR registration will extend to those who intend to confuse people from choosing your registered brand product by creating a deceptively similar identity.

3. Provides you with a unique identity without any introduction for each time you meet with new people - "The name is enough"

The people who possess proper IPR registration will never have to introduce their brands and identity since the mark/ name itself is enough to bring them ample recognition. One of the lucid examples are the products of Apple Inc. The products from the said company don't need an introduction since it has gained a secondary significance or has acquired

distinctiveness in the market and speaks volumes about the quality associated with the products.

4. Quick Recognition - "Stands high amongst the crowd"

Establishing a novel mark/ name/ identity will have multiple circumstantial benefits that have huge impact with respect to cost and productivity. For instance, when a product is too small in size, the manufacturer or dealer cannot print his/ her whole name of business on the covers to mark his/ her identity. In such cases, the logo will suffice the requirement of establishing the identity in a much better way thereby adjusting with the space available on the covers/ wrappers and also satisfy the purpose of establishing your brand/ identity.

5. Business opportunities - "Brand Identity will get you wide customers"

The well-known brand products/ services will automatically attract customers from different regions and this is crucial point of consideration in this e-commerce world where everything and anything is possible through internet services. Nowadays every registered brand products/ services has an authorized website through which customers can place orders, make payment and even track the delivery of their ordered products. Reliability and quality is ensured through e-warranty cards and multiple coupons and offers can be availed by using e-portals for shopping. Due to such advantages of online shopping and constraints placed by offline shopping, people are gradually moving into the territory of online shopping which will benefit the business soldiers who hold the protection gun called IPR.

6. Increased revenue - "Higher the demands - Higher the income"

Registering your brand identity of your products or services will get you more recognition, more recognition will get you more new customers, more customers will land you in larger business operations and eventually it will end up in boosting your revenue. Hence, this elucidates how IPR is running the cycle of your business faster thereby pumping up your income.

7. Enhanced financial stability - "Raising funds is not a big deal"

The recognized facet of your business will comfort you in numerous ways including the phase of stabilizing the financial leg of the business. The businessperson who holds valuable asset called IPR will attract more investors apart from the financial institutions who would be ready to provide loans for expansion of business operations. Since the growth of the business is promised by adorning the crown of IPR, funds will never be a uphill battle if you have a befitting IPR registrations for your business.