



# Making your mark and protecting your brand online in Canada

## Part three - Effective registration and branding strategies

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**In short:**  
An IP strategy provides a framework for decision-making and resource allocation to capture value and manage risk. A comprehensive IP strategy spans the lifecycle of a brand and includes IP protection, commercialization, and enforcement.

### **Title: IP strategy and risk management**

#### **Key takeaways**

- An IP strategy should be implemented at the beginning of a brand's lifecycle to optimize resource allocation and provide opportunity to identify and avoid risks.
- Brand value is maximized using multi-faceted IP coverage that relies on trademark protection but also uses complementary or overlapping protection provided by copyrights, industrial designs, and patents.
- As businesses turn to online sales channels or remote working arrangements, there is increased exposure to cybersecurity attacks, which present significant reputation and branding risk.
- Organizations should deploy clear policies and IP education to manage risk and capture value arising from internal personnel.
- Organizations should strategically layer IP rights with contractual rights to manage risk and capture value arising from external partners such as distributors, retailers, and licensees.

#### **Key contact**



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