



Traklight Risk Chart

B

Good to Go

Slow Down

High Risk

Business Entity - Inception

Business Entity - Current

No business entity

You have a business entity for your idea today

no

Address this risk with [Traklight Resources - Incorporation](#)

Invent or Work Alone

Co-founder Agreements

Employee Agreements

Contractor Agreements

Disclosure - No NDA

Fundraising

Provisional >1 year

Invention Disclosed

Potential Patent Disclosed >1 year

Open Source

Open Access to Secrets

Insurance

Records & Filings

Pending Litigation

Traklight Assessment Grade

B

Almost there



# TRAKLIGHT<sup>®</sup>

## ID your IP<sup>®</sup> Strategy

### Sample Username

November 17, 2014

Sole Owner

Example description

Last Updated: October 10, 2014

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**Disclaimer: Not Legal Advice and No Attorney-Client Relationship Formed.**

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## ID your IP® Strategy: Sample Username

### Understanding and Using your Icons:

We've developed icons to help you better understand and use our ID your IP Report. Refer to the legend below for descriptions.



**Existing Protected IP:** You currently have protected IP that may need a little TLC.



**IP Value:** Your IP is valuable. Act quickly to get it protected.



**Speak to a Professional:** Rely on the experts for this one. Like stunts and car chases, do not attempt at home - or on your own.



**Gather Information:** We recommend you gather applicable or required information before taking the next step.



**People:** Employees or contractors are involved.



**Ownership:** There may be an issue with your IP ownership.



**Global:** You're quite the jetsetter. Better make sure you're protecting your IP in foreign countries.



**Contracts:** You need to draft contracts to protect your IP.



**Potential Trademark:** Your IP involves a potential trademark.



**Risk of Disclosure:** Your IP may have already been disclosed or is at risk of future disclosure. Determine the scope of this disclosure and remedy right away.



**DIY (Do it Yourself):** While we always recommend the help of an expert, it's possible for you to knock this one out on your own.



**Continuously Update:** Update your report occasionally to reflect changes in your IP, include new IP, and receive reminders on how to maintain your IP.



**NDA (non-disclosure agreement):** You may need to draft an NDA to protect your IP.



**IP Vault:** Use the Traklight IP Vault to better protect your IP.



**Create a Policy:** Implement internal procedures to help you discover, document, maintain, and protect your IP.



**Warning:** Take action immediately.



**Decision:** It's decision time. Make a choice before you move on.



**Keep Confidential:** Make sure you're keeping this confidential. Mum's the word here.



**Potential Copyright:** Your IP involves a potential copyright.



**Potential Trade Secrets:** Your IP involves a potential trade secret.



**Potential Patent:** Your IP involves a potential patent.

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[Status](#)[Employees](#)[Contractors](#)[Planning](#)[Existing IP](#)[IP Ideas](#)[Brand IP](#)[Secrets](#)[Branding](#)[Logo](#)[Product Design](#)[Domain Name](#)[Sound](#)

Name: samplewebsite.com

Description: In Use | On Internet | Cosmetic | Directly Identified

First Use Date: July 21, 2014

Even if you don't plan on using your name or business name on the Internet or social media sites (e.g., Facebook and Twitter), you should claim your name online, including obtaining a domain name or URL, to potentially prevent confusion with competitors. Also, when operating online, consult a professional to ensure you have the proper privacy notifications and policies on your website.

Visit the USPTO website at <http://www.uspto.gov> to file a trademark or servicemark application for your product or service name. Visit your state commerce website to obtain information on filing a state trademark or trade-name application for your product or service name. The USPTO site encourages you to hire an attorney before starting the process. If you attempt to file your own trademarks, you typically end up paying more because of rework and re-dos. To heed the USPTO's advice, first search the name using local business directories, county and state recorders, Google, and the USPTO's TEAS. Next, gather all your information, including your proof of first use (specimen), and then seek legal advice. You should also upload the proof of first use in commerce in the form of screen shot into the IP Vault.

As soon as you have created, put to paper, or otherwise made something in a tangible form, you have copyright. But even if you have copyright and use the © properly, you cannot enforce it against someone whom you believe has stolen your creative work unless you first register with the USCO at <http://www.copyright.gov/>. We recommend registering within three months of putting the work into a tangible form. Consider seeking legal advice for copyright help, especially when it comes to software.

Although it is not necessary to register with the USCO to use the copyright symbol, it's good practice to use the © properly. This means using ©<year> <owner>. For example, we created or in technical terms "fixed in a tangible medium" this recommendation in 2011 so we use "©2011 The PIP Vault, LLC." Also, just because the © isn't there doesn't mean you can use it; read the terms.

If you are not always using your trademark (TM) or servicemark (SM) specifically in the marketplace for commerce or in the course of business, you run the risk of losing it. Proper use will give you "common law" TM or SM and does not require any filings or registration federally. "Common law" TM or SM is only applicable for the geographic area where the TM or SM is in use. When filing a TM or SM registration, note that a website displaying the TM or SM may show use. Once you're using the TM or SM outside your geographic region or state, immediately file the TM or SM federally to protect it. You need to offer the product for sale to the public and use the TM or SM on the advertisement, the webpage, or the product packaging. See <http://www.uspto.gov/main/glossary/index.html#usebasedapplication> for more information. Be sure to upload your proof or specimen to the IP Vault for time-stamping.

If you filed as "Intent to Use" but the TM or SM was already in use, file as "In Use" next time to save time and money.

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**Sample Username**

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Sample Owner Name  
name@website.com  
August 14, 2014

IP Type	Name	Country	File Number	File Date	Register Number	Register Date	Status	Owner
Provisional Patent	Apparatus	US	83-18884	08/03/14	92-27734	07/28/14	Registered	Client
Copyright	Copyright 1	US	23-4878573	08/03/14	84-485947	08/12/14	Registered	Client
Copyright	Copyright 2	US	45-38843	07/22/14	49-48842	08/12/14	Pending	Client
Patent	Patent 1	US	98-29994	04/07/14	92-299483	08/10/14	Pending	Client
Patent	Patent 2	US	98-299485	02/11/14	78-2884773	08/01/14	Allowed	Client
Patent	Patent 3	US	78-277494	05/20/14	83-488553	08/03/14	Allowed	Client
Patent	Patent 4	US	43-11184	08/11/08	12-44856	06/10/09	Allowed	Client
Patent	Patent 5	US	67-288475	02/18/14	65-8732	06/13/14	Pending	Client
Patent	Patent 6	US	32-98652	08/06/90	11-99573	02/21/91	Expired	Client
Patent	Patent 7	US	83-95984	08/08/12	73-969854	07/27/14	Allowed	Client
Patent	Patent 8	US	54-875332	03/15/14	90-388473	06/24/14	Allowed	Client
State TM/SM	State Trademark 1	US	2-2-44485	05/13/14	83-28833	08/03/14	In Use	Client
Provisional Patent	Time Machine	US	12-11111	06/10/14	83-33373	08/13/14	Pending	Client
Federal TM/SM	Trademark 1	US	47-29985	08/11/14	77-77772	08/10/14	In Use	Client
Federal TM/SM	Trademark 2	US	23-48853	08/03/14	82-477593	08/14/14	Alleged Use	Client

IP Type	Name	First Use Date	It is used on the Internet	It is necessary for your product/service to work and is not cosmetic	It is directly identified to your company or product/service	You spent money on research or development for this idea
Branding	NanoMaterial Inc.	10/11/07	YES	YES	YES	
Domain Name	xyz.com	10/05/14	YES		YES	YES
Logo	Brand Logo	10/06/14	YES	YES	YES	
Product Design	Lunbar Hindges	10/07/14	YES		YES	
Sound	Ping	10/05/14		YES		

**Click anywhere on this page  
to start your free Business  
Risk Assessment**

# MORE TRAKLIGHT RESOURCES

## Favorites

- [Free Business Risk Assessment](#)
- [To Patent or Not to Patent?](#)
- [Ultimate Startup Toolkit](#)
- [Traklight User FAQ](#)
- [Take Our IP Quiz](#)
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- [To Patent or Not to Patent?](#)
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- [10 Most Talked about IP Battles this Year](#)

## Videos

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- [How to Update ID your IP](#)
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