



# Intellectual Property Consulting

Businesses are constantly innovating, but are often unaware of how to protect their intellectual property (IP). Your time and effort invested in innovative new products or processes may be at risk if protective measures are not implemented. Crowe MacKay's Scientific Research and Experimental Development (SR&ED) and IP consultants have the experience to ensure your product is protected.

## Product Features

A successful product usually has at least one of the following features:

- **Functional Improvement** over existing products in the marketplace
- **Attractive design** (including packaging)
- **Brand Name** of the product (or company name) has a good reputation

Patent and trademark infringement is also an important consideration. Litigation is expensive, time consuming, and unpredictable, so avoiding this potential pitfall is essential.

Feature (Advantage)	IP Protection Type & Term
Functional Improvement	Patents: 20 years Trade Secrets: forever
Design (product appearance)	Industrial Designs (Canada): 10 years Design Patents (US): 14 years
Brand Name	Trademarks: forever (renewable 10-year terms)

# Patent & Other IP Services

Our SR&ED and IP consultants can also advise you on following:



## Patentability

Likelihood of obtaining a valid patent



## Infringement

Determine risk of infringing valid patents or trademarks



## Freedom to Operate (FTO)

Identifying barriers to product or process commercialization



## Patent Strategy

Adding value, when and where to file, patents vs. trade secrets, etc.

Crowe MacKay's team has significant experience with helping SMEs and large companies protect their patents and trademarks. We offer a free 30-minute consultation to answer questions or discuss any concerns you may have.



## Let's Discuss

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