

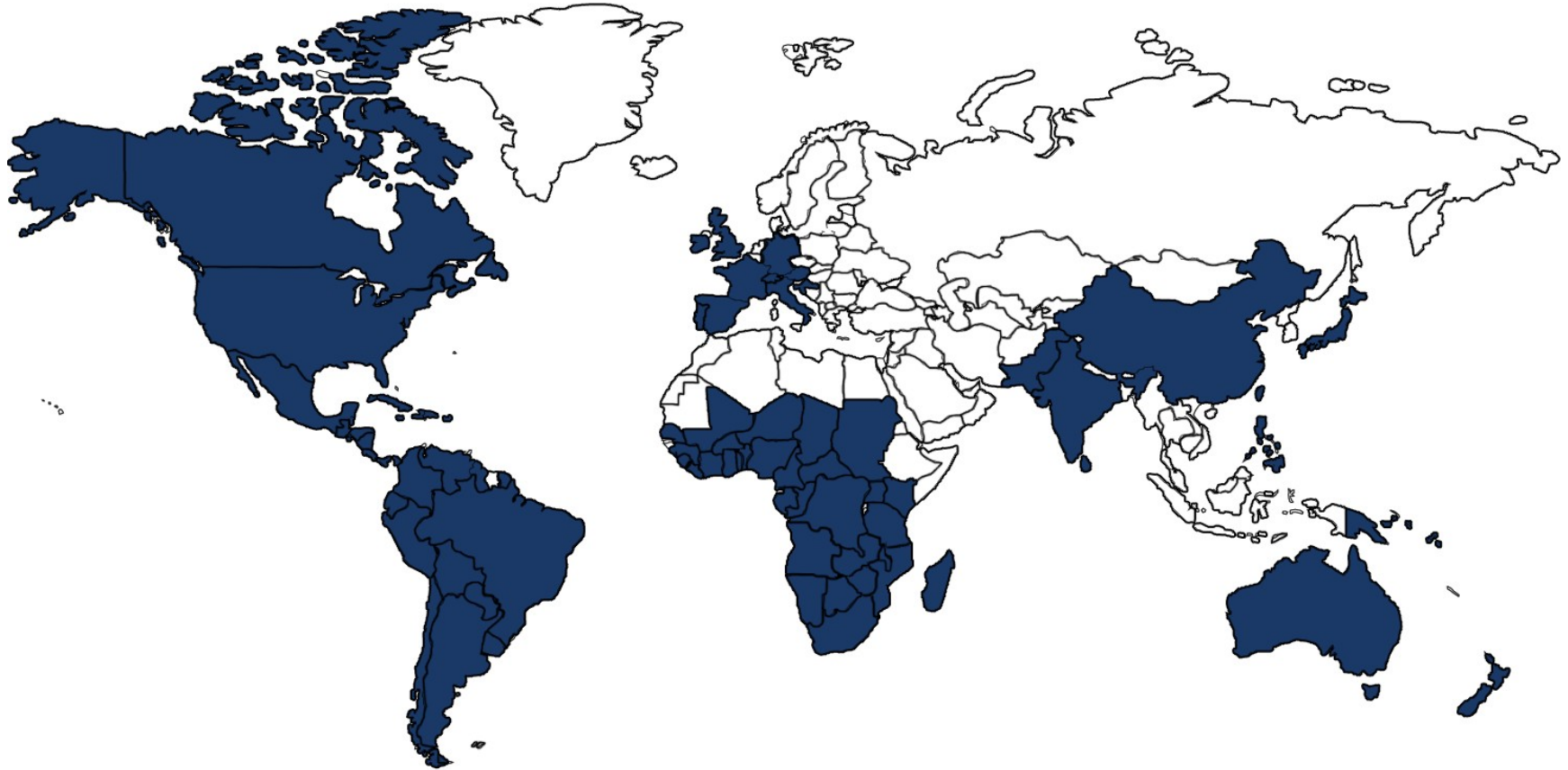
Intellectual Property Strategy at an International Level

Brett Heller
Patent Attorney

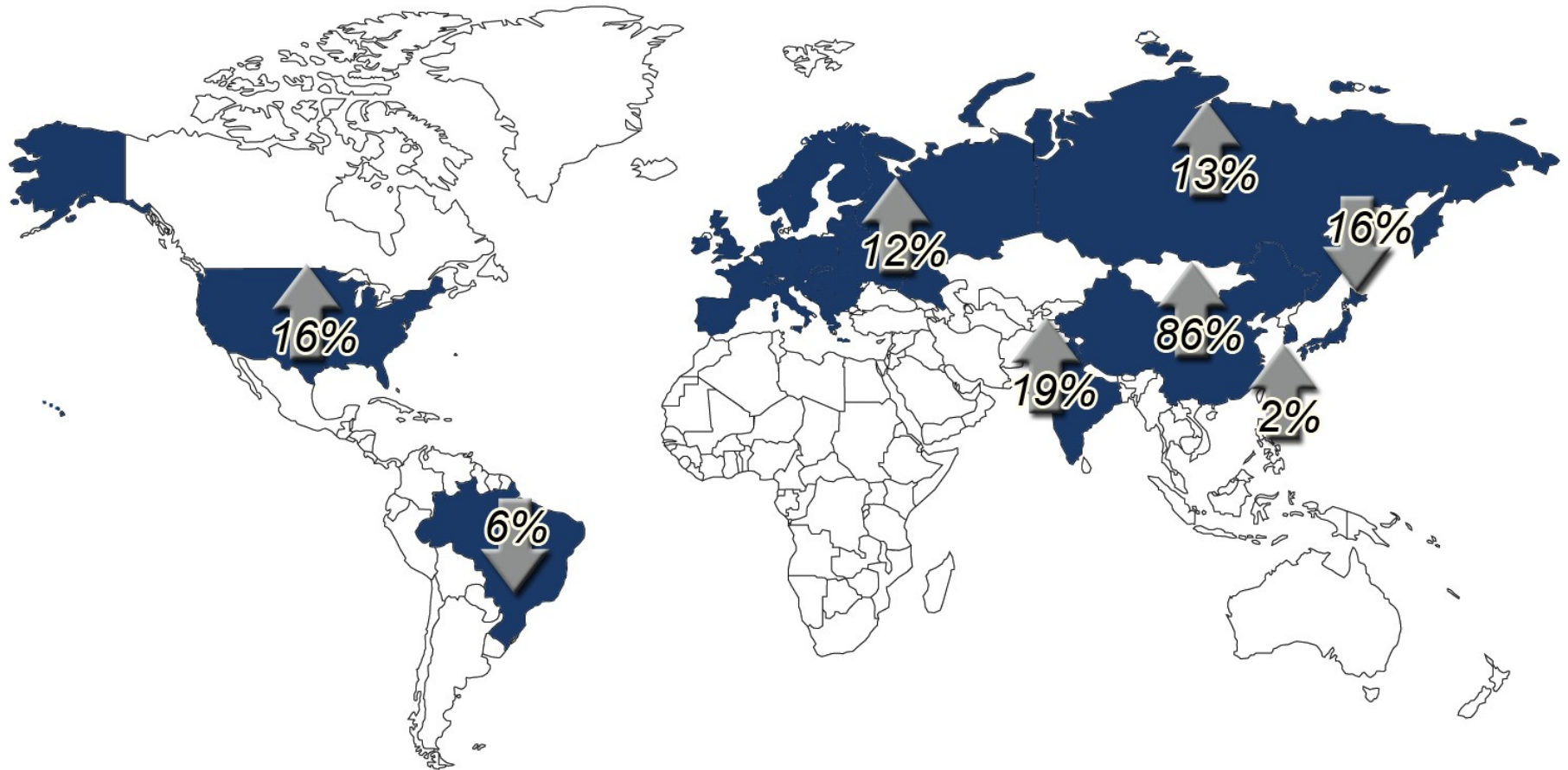
Osha Liang's History & Firm Facts

- Intellectual Property law firm founded in 1997
- Office Locations in Texas (Houston and Austin), California, France, China, and Japan
- Legal Staff of almost 50 having diverse industry and technology backgrounds
- Languages Spoken: English, Japanese, Spanish, French, Chinese (Mandarin), German, Taiwanese, Hindi, Italian, Gujarati, Shanghai dialect, Portuguese, Tagalog, and Ilocano

We speak your language

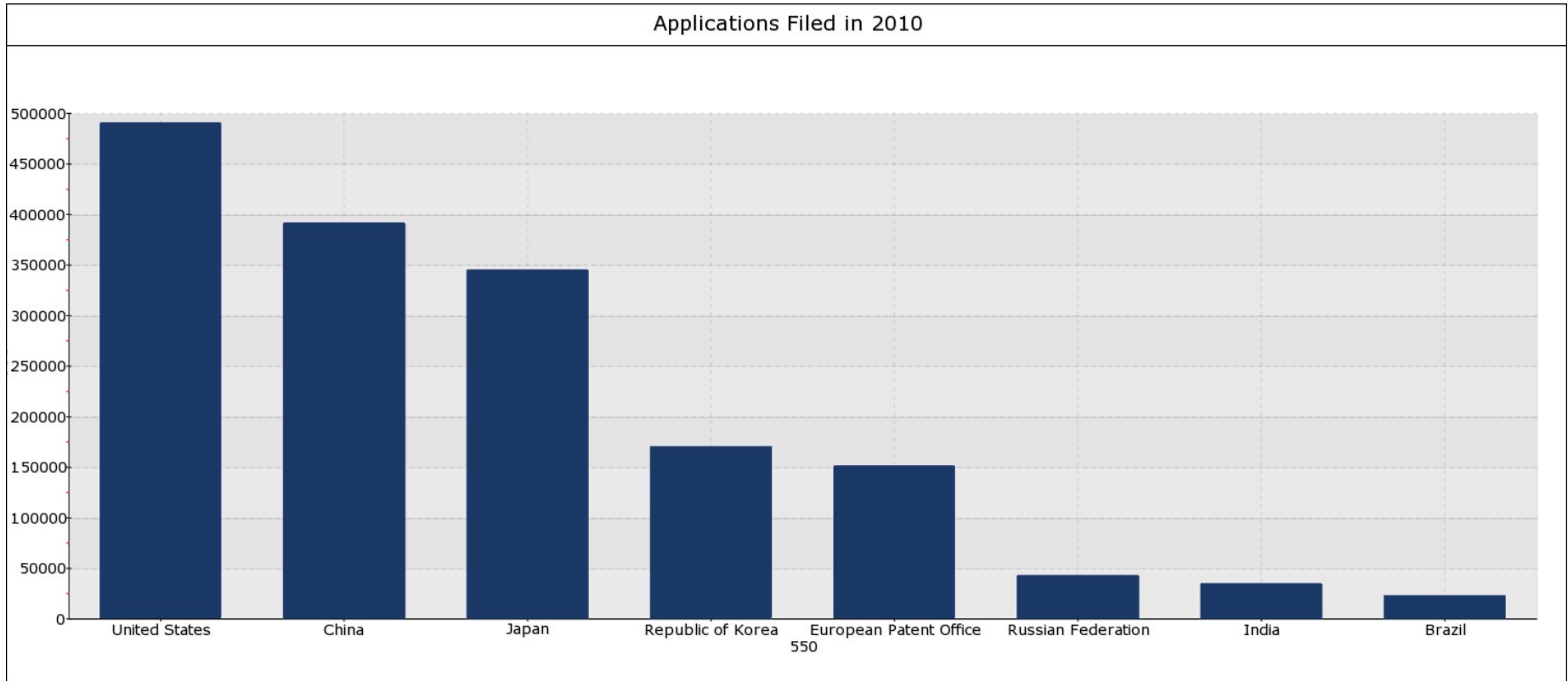


Global IP Trends



(<http://www.wipo.int/ipstats/en/statistics/patents/>)

Global IP Trends



5 concerns when pursuing intellectual property, particularly abroad

1. Consider **international intellectual property rights** before disclosing your idea
2. Consider **local practices** to each country when filing for protection
3. Consider **activities globally**, for both yourself and your competitors
4. Consider **timing and costs** of protection to have IP strategy align with your global business strategy
5. Consider **key events of a company**, such as a startup, and how IP strategy develops with these events

Questions?

- Contact heller@oshaliang.com
- This presentation, along with other helpful content, is available at www.oshaliang.com
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