

# INITIAL IP ASSET INVENTORY

## 11/23/11

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### NEWEST TRG LEADERSHIP TOOL

"Practical Means for Dealing with Difficult Times"

This section of our site features business tools and planning considerations designed to assist leaders for whom "just keeping up" is not good enough. These notes focus on sequences of thought and action intended to enhance the positioning of your group, both on a long and short-term basis.

Each week additional sets of Tools on a wide array of business subjects will appear. Your input is requested as to which Tools might be of interest to you. Requests will NOT create any form of obligation on the Reader who makes the suggestion, but will help us understand which subjects are of general interest.

Please check back weekly to review the next tool. Visit our [LEADERSHIP TOOLS ARCHIVE](#) for previous tools.

### INITIAL IP ASSET INVENTORY

"A SMALL FIRST STEP TOWARD EXPLOITING YOUR GROUPS' IP AS AN ASSET"

NOTE: This is NOT legal advice as to appropriate forms of IP protection with or without various registrations. This IS about recognition of the range of hidden IP that it is too easy to take for granted within so many enterprises today.

The moment you and your team take a commonly followed procedure, such as new employee orientation, and customize/enhance it to YOUR way that you have found to be more effective than those around you, you have created valuable IP.

The value might come in a number of ways from licensing to the branding of the value of your group.

As valuable as the capture of customized elements of your business might be, annotating them as to how they should be applied, by whom and when, can push the value of those assets to the top of the charts.

Some typical models of this concept pulled from a wide array of industries might be the capturing and NAMING of the following IP as yours:

- EMPLOYEE RECRUITMENT AND ORIENTATION PROCEDURES
- CLIENT INTERNAL ASSESSMENTS WITH COMPARATIVE STANDARDS
- FLIGHT SCHEDULE DEVELOPMENT GUIDELINES
- CLINIC MANAGEMENT PROCEDURES
- WAREHOUSE OPERATION POLICIES
- TEMPLATES AND TABLES FOR SPACE ALLOCATION

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For those who are inclined to purchase any of the above (or forms like them) from others who have already created them before you go to the trouble of developing them for yourself, such a purchase can be a great corner-cutting step. Over time, as you adjust methods to suit your individual needs, those adjustments, when captured correctly, can put you on the path to establish your own IP as an asset.

Even if you never license your IP, or convert your IP to revenue in some other way, the fact that they are yours is a reflection of your role and standing, and well worth considering.

For additional information regarding an INITIAL IP ASSET INVENTORY, please visit our [Contact Page](#) and send us an Email or simply call us directly during East Coast business hours on our toll free number 1.800.97-REGIS (1.800.977.3447).