

The Idea Assessment™

Do you have undiscovered influence, impact, or income? Answer these 5 simple questions and find out.

QUESTION	ANSWER
1. I have a new way of solving a problem.	1. <input type="checkbox"/> Yes <input type="checkbox"/> No
2. I have a unique idea for accomplishing a task.	2. <input type="checkbox"/> Yes <input type="checkbox"/> No
3. I have a different way of saying something.	3. <input type="checkbox"/> Yes <input type="checkbox"/> No
4. I have an uncommon angle for combining things.	4. <input type="checkbox"/> Yes <input type="checkbox"/> No
5. I have created something unlike anything else.	5. <input type="checkbox"/> Yes <input type="checkbox"/> No

Did you answer Yes to any questions? If so, then congratulations. This means you're a creator of Intellectual Property also known as IP. Ideas are powerful because they can change the world. Ideas are also valuable because in many ways they're similar to physical property.

Think about physical property. We protect and care for it to maintain its value. This is why we put locks on doors and it's why we mow our lawns. The same is true for intellectual property. We must also exhibit care and protection since ideas are valuable, even more valuable than physical property.

In our parents and grandparents day, tangible assets held the most value. This means buildings, land, and supplies. Look no further than the S&P 500 index which reflects the value of many of the largest companies in the United States. In 1975, 83% of assets were tangible. But times have changed. In 2020, only 10% of the assets were tangible. The other 90% were intangible, meaning intellectual property. Take your smart phone example. 10% of the value is in the parts and pieces. The other 90% of value is in the IP that makes up the iPhone.

Here's the problem. Traditional ways of protecting ideas—patents, trademarks, copyrights, and trade secrets—take too much time and cost too much money. Imagine being told that to protect your idea with a patent you must complete an application, pay \$20,000, and wait 1-3 years. After you pay that fee and wait that long your idea has an 88% chance of being rejected. This isn't make believe. And it's not the storyline for a horror film starring a frustrated inventor. It's the reality for those who want to patent their idea. The bar of protecting intellectual property is high—way too high.

Thanks to Easy IP™ you can now protect your idea faster, cheaper, and easier.

Watch the [TEDx](#) or visit [Easy IP™](#) to learn how we can protect your idea in 24 hours and less than \$100.

Watch the TEDx



YOUR IDEAS ARE VAULABLE



PROTECT THEM TODAY