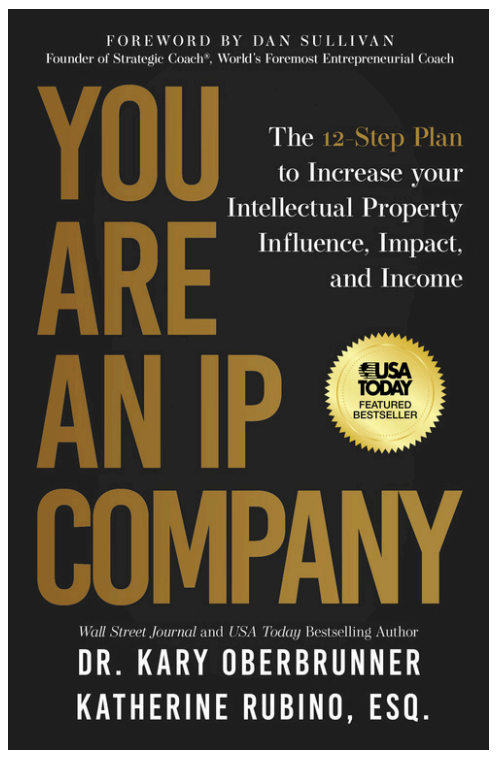


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The Most Valuable Companies in the World Leverage a Powerful Secret. Do You?

Taylor Swift isn't a singer, songwriter, or entertainer. She's an IP Company—filing over 300 trademarks (and counting), including The Tortured Poets Department, Swiftites, Tayplay, and even her cat's names—Meredith and Olivia Swift. Taylor Swift doesn't protect her IP because she's a big star. She's a big star because she protects her IP.

Play-Doh also takes its IP seriously, protecting the scent of its modeling compound with the proprietary description, "Sweet, slightly musky, vanilla fragrance, with slight overtones of cherry, combined with the smell of a salted, wheat-based dough." Even The Coca-Cola Company knows its value is found in its trade secret, not the carbonated beverage it bottles.

You're not that different. But sadly, most entrepreneurs don't think they have any intellectual property. Truth is, they just don't know how to find it. The few who do, don't know how to protect it. Over 90% of your company's value is linked to your IP. Unless you value your IP, your clients, competitors, and collaborators won't truly value you.

Kary Oberbrunner, entrepreneur and inventor of Instant IP^{IP}, and Katherine Rubino, a Partner at Wiggin & Dana, LLP, team up to offer a proven guide for identifying your ideas and protecting them the fastest, easiest, and most effective way possible.

Get ready to discover:

- Why you should not promote your IP until you first protect your IP
- Which IP protection strategy makes sense for your unique circumstances
- How Disney, Lego[®], CrossFit, Dr. Pepper, Magnolia, and Apple experienced exponential growth by leveraging their IP
- The 12-step plan to increase your intellectual property influence and impact
- Forty-seven practical ways of monetizing your IP so you realize true income

Your Ideas Are Valuable Protect Them Today



Katherine Rubino



ABOUT KARY OBERBRUNNER

KARY OBERBRUNNER is a Wall Street Journal and USA Today bestselling author of 14 books. As CEO of Igniting Souls® and Instant IP^{IP} he helps abundant-minded & coachable-competent entrepreneurs PUBLISH, PROTECT, and PROMOTE their intellectual property and turn it into 18 streams of income so they can change the world.

An award-winning novelist, screenwriter, and inventor, he's been featured in Entrepreneur, Forbes, CBS, Fox News, Yahoo, and many other major media outlets. His TEDx has been viewed over 1 million times.

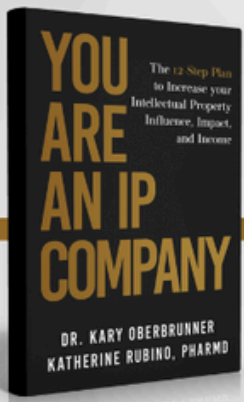
As a young man, he suffered from severe stuttering, depression, and self-injury. Today a transformed man, Kary ignites souls: speaking internationally on a variety of topics and consulting the world's top entrepreneurs and brands regarding publishing, protecting, and promoting intellectual property. He has several earned degrees, including a Bachelor of Arts, Masters in Divinity, and Doctorate in Transformational Leadership. He also serves as the Berry Chair of Entrepreneurship at Cedarville University, where he teaches on the topics of Entrepreneurship and Digital Marketing. Kary enjoys cycling, especially in the French Alps. He lives in Ohio with his wife Kelly and three children: Keegan, Isabel, and Addison.

ABOUT KATHERINE RUBINO

Katie is a partner at Wiggin and Dana LLP. Katie focuses on the representation of life sciences companies discovering, developing, protecting, and offering pharmaceuticals, therapeutic vaccines, digital health, medical devices, biologics, and antibody products.

Katie has been featured in the Wall Street Journal, Fox Business, and Nature Biotechnology for her intellectual prowess governing legal and scientific disputes. She specializes in transactions involving intellectual property rights, strategic partnerships, licensing, and research collaborations. In addition, she maintains an active practice in cross-border transactions, being dually qualified to practice in both the United States and England and Wales.

Katie is the past-chair of the Chemistry and the Law division of the American Chemical Society. She is a fixture of the entrepreneurial ecosystem and provides pro-bono legal advice in partnership with MIT Sandbox and Oregon Bioscience Incubator.



You Are An IP Company

The 12-Step Plan to Increase your Intellectual Property Influence, Impact, and Income

Suggested Interview Questions

1. What inspired you to write this book?
2. Who is this book for?
3. What do you mean when you say: “Everyone is an IP Company?” Give us some examples.
4. You say there are 12 Steps to Increase your IP influence, impact, income. What are some examples?
5. When should we protect our intellectual property and why?
6. You use the metaphor of a fence to describe intellectual property protection. Why?
7. You are in an elevator overhearing people talk about your book. What do you hope you hear them say?
8. How will you define success for this book?
9. If people wanted to protect their IP what actions should they take?
10. How can people get in touch with you?

