**IP-BENEFITS: business targets that could be reached using ip-tools**

| **#** | **BUSINESS TARGET** | **DECRIPTION** |
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|  | BRAND PROTECTION | Legal protection of corporate or product brand |
|  | INVESTMENTS & LOANS ATTRACTION | Receiving bank loans and investments using valued IP-assets as a mortgage.Attracting an investor, selling a business, preparation for presentation to investors |
|  | PRESTIGIOUS STATUS & BUSINESS VALUATION | Increasing the authorized capital, registered in founding documents (charter, bylaws). Use of IP to increase the market value of business to prove a serious partner status, valuation of IP-assets |
|  | ANTI TAKE-OVER | Full protection of business from unfair competitors, third party rightsholders (patent, copyright or know-how owners) former employees, unethical officials from state bodies.  |
|  | BUSINESS REPUTATION | Prohibition of slander, prevention of discrediting business reputationCompensation for damage to business reputation as a result of unfair competition, fraud and provocations among clients and consumers. |
|  | COSTSCAPITALIZATION | Capitalization of marketing, salaries, PR, consulting expenses to increase value on intangible assets |
|  | CUSTOMER LIST AND SUPPLIERS DATABASEPROTECTION | Protection of the clients and suppliers databases from unauthorized using |
|  | INTERNATIONAL BUSINESS | Establishment of an international business with basic protection of its rights in the countries of operations / services |
|  | ANTI-PLAGIARISM | Prevention and prohibition of illegal using of IP |
|  | IMPORT AND EXPORT | Control of Import and Export operations with goods/products |
|  | LICENSING & FRANCHISING | Scaling of current business under licenses and franchises |
|  | IP-AUDIT | Study of all types of risks for business.  |
|  | SMART-INHERITANCE | Effective legal system of business transfer to successors (heirs). Creating an optimal scheme for the transfer of IP to inheritors |
|  | SMART-DIVORCE | Saving business assets during divorce process |
|  | CROWD-FUNDINGIPO, ICO, IPS | Using IP-tools for exit on IPO, ICO (blockchain), IPS (Intellectual Property Sharing) |
|  | SUBSIDIARIES NETWORK | Using IP to create affiliate structures, daughter enterprises |
|  | ANTI-COUNTERFEIT | Blocking advertising, sales and confiscation of illegal copies of goods |
|  | SMART-HR | Creation an innovative motivation system of key employees using IP-tools |
|  | DIGITAL AND SOCIAL MEDIA ASSETS | Legal protection of social media accounts as an IP-assets |
|  | MARKET MONOPOLIZATION | Monopolization of the market segment/niche |
|  | IP-SCANNER: PENALTY FREE BUSINESS PROCESS | Avoiding of government fines for the non-proper recording and use and recording of IP in company documents and financial reporting **SOURCES OF RISKS**

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|  | **Official bodies** | **Unfair competitors** | **Former employees** |
| **BASIC**AED 1,500 | Dubai Economic DepartmentDubai Municipality | Corporate brand (s)Product brand (s)Packages, services, etc. | Customer listMarketing materialsSales tools |
| **STANDARD**AED 5,000 | All in BASIC plus: |
| Dubai policeFTA Public Prosecution  | Web-siteSocial Media Accounts | TechnologiesSuppliers listIn-house databases |
| **VIP**AED 10,000 | All in STANDARD plus: |
| National SecurityCyber Crimes DeptMinistry of Finance | Mob appsMarket share (segment)Strategic clients/contracts | Partners networkDigital assetsKey employees |

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|  | BRANDING STRATEGY | Creation of short and long-term branding, positioning, marketing Strategy with Action-plan. |
|  | IP-STRATEGY | IP-Strategy is a high-level action plan of a company to achieve ambitious business goals under conditions of market uncertainty with most profitable and effective use of intellectual property assets3 reasons - IP-Strategy helps:1. To identify existing (or planned to create) intangible business assets of the company/private individual, and classify to which type of intellectual property identified intangible assets are belonging;2. To find best legal tools for IP-protection in terms of costs, time, regions/branches covering, law enforcement system;3. Create a clear understanding how to capitalize costs for personnel, marketing, services, manufacturing to the real value of business  |
|  | DEBTS CLEARANCE | Settlements and clearance of financial debts using IP-assets instead of money (debt clearing according to received notifications letter, claims, court decisions, etc.)  |
|  | LOSS REDUCTION | Reduction of period costs, optimization of accounting indicators in financial statements (profit increasing, etc) |
|  | STARTUP  | Development of a startup, an innovative project, protection of startup idea, business model |
|  | PARTNERS NETWORK | Certification of partners, contractors and other business agentsCreation of flexible convenient legal system for quick launch and development of cooperation with new business partners |
|  | ROYALTIES JUSTIFICATION | Justification of large royalties for using IP-assets (for banks, investors) |
|  | SOFT-LIQUIDATION | Withdrawal of money by liquidation, bankruptcy, prevention of forced liquidation |
|  | PROTECTION OF INVESTOR | Creation a legal system with priority protection of investor's rights and interests  |
|  | SALES INCREASING | Using IP-tools to increase sales of goods and services |
|  | GOVERNMENT SUPPORT | Receiving free support of state bodies for the protection of intellectual property rights |
|  | MANUFACTURING LAUNCHING | Creation legal structure and system for secure launching of manufacturing in foreign countries |
|  | PRODUCT PROTECTION | Secure using of products, services, technologies (concept of the product) |
|  | MARKET MONITORING | Creation a system of control about market to identify illegal actions on unfair competitors |
|  | MEDIA CONTENTPROTECTION | Legal protection of different types of media content |
|  | CREATION OF MONEYGENERATING ASSETS | Changing legal system of company from expenses to profit generating model |
|  | **IP-CAPITAL**VISUAL CONTROL SYSTEM | Creation visual indicators system for business owner to control main trends and key figures |