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## Building Intellectual Property Awareness Into Renewable Energy Business Strategy

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# Acquiring and Demonstrating IP Awareness

- Understanding the nuances of “Green IP” issues...
- Taking steps to maximize a company’s IP position and portfolio...
- Implementing IP strategy through all levels of a company...
- Remembering the game’s global stage...

# Three Primary Forms of IP To Consider – #1 “Green Patents”

- Patents are the most expensive form of IP to acquire, but the most valuable, and most likely to litigated...
- Major countries, from China to the UK, have taken steps to get green patents issued faster...
- The United States is a special case...
- Global considerations for green patents...

# Three Primary Forms of IP To Consider – #2 “Trade Secrets”

- Very important to consider from a cost perspective...
- Impacts on employee movement and recruiting...
- Must be considered in light of patent strategy...

# Three Primary Forms of IP To Consider – #3 “Green Branding and Advertising”

- Defining source and impact of goods and services in the marketplace...
- Stay away from generic names and unsupportable claims...
- Be prepared for scrutiny from government agencies, environmental groups, competitors, and customers...

# Maximizing Opportunities Via IP Awareness

- Constant monitoring of the competitive IP landscape...
- Monitor information regarding expedited patent programs, reciprocity agreements, and litigation developments...
- Stay up-to-date on Greenwashing regulations...
- Continuously look for licensing and collaboration opportunities...

# Questions?

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