



## Speaking Topic Summary

### Licensing OPR – Other Peoples Resources

#### How to use IP licensing to get the money, manpower and marketing to launch or expand a business

Most small to mid-size business owners don't realize they have intellectual property they can leverage. But logos, trademarks, products, processes, and services are all examples of possible intellectual properties that most businesses already own. Licensing intellectual property to other companies can help a business access resources to launch a new product, reach different markets, acquire financing and create strategic partnerships.

And while this is one technique for growth, a small business could also acquire additional intellectual properties, and diversify their marketing strategy even further. Licensing OPR discusses the options business owners have when it comes to developing an intellectual property strategy for growth through licensing OPR...both from a licensing out and acquiring intellectual property(s) perspective. By understanding the value of their intellectual properties, a business can increase both its value and revenues.

- *How licensing exclusive rights gives you a significant market advantage, and how to develop a strategy for taking advantage of that*
- *Using licensing in new ways to think “out of the box” about everyday products and services*
- *How to use licensing to form partnerships, finance business ventures, enter new markets, and access new resources.*
- *How to identify which products, services or process are intellectual property, and how to extract full value through licensing*
- *Why building an IP portfolio can increase the value of your business*
- *And more.*

Intellectual properties are just the tip of the iceberg. Licensing OPR focuses on how small businesses, startups, and entrepreneurs can use licensing to leverage all the resources and opportunities behind intellectual properties.