

SEVEN SEAS VENTURES, Inc.
INTELLECTUAL PROPERTY CHECKLIST

Foreword: intellectual property is the seed for businesses' success. Whether the business performs services or produces goods, a well-developed intellectual property strategy will facilitate business scaling up, business expansion, business valuation, and income tax optimization as well.

This checklist will help you to quickly assess how far you are in your intellectual property preparedness.

*If you answered **Yes to 50 questions, you are ready for the next step: intellectual property exploitation and substantial income stream build up at low cost.***

*If you answered **Yes to 40 questions out of 50, you are on the right track. Some tweaks are still needed though.***

*If you answered **Yes to 30 questions out of 50, you are ahead of your competitors. Some ground work is needed to maintain this advantage.***

*If you answered **Yes to 20 questions out of 50, you are in line with most of your competitors. A comprehensive assessment and development plan are needed.***

*If you answered **Yes to 10 questions out of 50, your business is not equipped to compete.***

*If you answered **Yes to less than 10 questions, it is urgent to cover the bases.***

For a free estimation of the scope of work and related costs, please contact us via our Contact Form.

The business name:

1. Is the business name reflecting anything unique? Yes No

Founder's name, location, business description, a made-up name (brand)

2. Is the business name protected? Yes No

With a trademark?

With a "doing business as" or dba registration filed with the County?

3. Is the business name conspicuously affixed on: Yes No

Documents? Products? Business cards?

The Logo:

1. Does the business have a logo? Yes No

2. Is the logo representative of the business (name / location / purpose)? Yes No

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| 3. Has the logo been consistent over the years? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 4. Is the logo integrated in the brand protection plan thru trademark? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Internet / Social media:

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| 5. Does the business own and operate a website? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 6. Does the business's name somehow appear in the company's url? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 7. Does the business own and operate a social media channel? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 8. If yes, Is it? | | |
| a. On YouTube™? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| b. On LinkedIn? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| c. On Facebook? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| d. On Twitter? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| e. On Instagram? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 9. For all and any of the social media channels, does the business's name somehow appears in the URL? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Mission Statement:

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| 10. Does the business have a published mission statement? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 11. If there is a mission statement, does it refer to the core business? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 12. Has the mission statement been updated over time? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Business scaling up:

Businesses having comprehensive Standard Operating Procedures (SOP)'s increase their own value by:

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| 13. Rigorously reviewing their entire operations and look for alternate / improved routes to achieve the same result. | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 14. Putting down to paper SOP for review by ALL participants in the business processes | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 15. Creating operation metrics for performance measurement and enhancement | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 16. Identifying ALL scaling up steps | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 17. Updating SOP's matching technological advancements | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 18. Creating efficient documentation enabling the business to replicate or expand its existing operations_ | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 19. Logging in the cost of resources allocated to SOP development | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Employees & Contractors:

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| 20. Do ALL employment contracts contain confidentiality clauses? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 21. Do ALL employment contracts contain non-compete clauses? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 22. Do ALL employment contracts contain non disparaging clauses? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 23. Do ALL employment contracts contain arbitration or attorney provision clauses? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 24. Do ALL contractor agreements contain confidentiality clauses? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

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| 25. Do ALL contractor agreements contain non-compete clauses? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 26. Do ALL contractor agreements contain non disparaging clauses? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 27. Do ALL contractor agreements contain arbitration or attorney provision clauses? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 28. Did the business develop a chart of data flow with applicable restrictions? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Computers and Data Protection:

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| 29. Has the business regular back up implemented and maintained processes? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 30. Does the business own / operate its own network of computers? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 31. Does the business operate thru the cloud? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 32. Is each corporate computer password protected? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 33. Did the business develop an IT manual that is implemented by one / more of its employee(s)? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 34. Is the IT manual handled by a contractor? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 35. Did the business develop / caused to develop customized programs? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 36. Did the business take steps to protect customized program sources? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 37. Is the computer system used by the business in its entirety protected against viruses / hacking? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 38. Did the business set up verified procedures for documents \ data returning by employees and \ or contractors when relationship with the business has ended? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Marketing Data and Planning:

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| 39. Has the business a fully developed marketing plan? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 40. Is the business' marketing plan regularly (<i>yearly</i>) updated? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 41. Does the business' marketing plan take into account competition's efforts? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 42. Does the business' marketing plan include performance metrics? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 43. Does the business maintain a comprehensive customer list including marketing analytics? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 44. Does the business maintain a comprehensive vendor list including operational analytics? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

Some specific items:

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| 45. Does the business create and \ or owns copyrightable material? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 46. Does the business create and \ or own utilities patent(s)? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 47. Does the business create and \ or own trademarks? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 48. Does the business create and \ or design patents? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 49. Does the business license any of the above listed specific items (45 – 48) from third parties? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 50. Does the business license any of the above listed specific items (45 – 48) from related parties? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |