

## **Intellectual Property 2.0: Top 10 IP Risks for Non-Profits**

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Intellectual Property Law | Technology  
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### **Top 10 IP Risk Areas**

1. Recognizing intellectual property rights
2. Trademark selection
3. Trademark use
4. Intellectual property ownership
5. Fair use
6. Releases
7. Protecting non-profit intellectual property
8. Establishing intellectual property policies
9. Intellectual property online
10. Licensing

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## Recognizing IP Rights – Places To Look

### “External” Examples

- Websites
- Products
- Newsletters
- Videos
- Songs
- Photographs
- Graphics
- SWAG
- Presentations
- Creative packaging

- Advertising
- Brochures
- Logos
- User-generated content

### “Internal” Examples

- Operational processes
- Donor lists
- Fundraising know-how
- How-to manuals
- Software

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## Recognizing IP Rights



...trademark rights!

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# Recognizing IP Rights

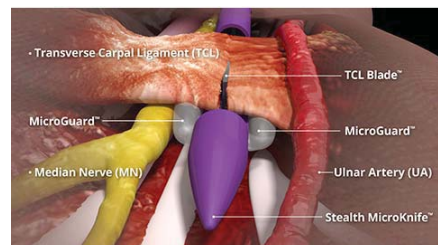


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# Recognizing IP Rights



...patent rights!

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