

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

---

UT Law 2017 Nonprofit Organizations Institute  
January 12, 2017

**THE PIZARRO FIRM**

Intellectual Property Law | Technology  
[www.pizarrofirm.com](http://www.pizarrofirm.com)

### **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

---

**THE PIZARRO FIRM**

[www.pizarrofirm.com](http://www.pizarrofirm.com)

## 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

---

**THE PIZARRO FIRM**

[www.pizarrofirm.com](http://www.pizarrofirm.com)

## Recognizing IP Rights



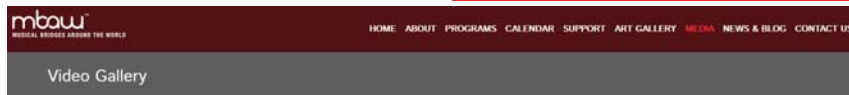
...trademark rights!

---

**THE PIZARRO FIRM**

[www.pizarrofirm.com](http://www.pizarrofirm.com)

## Recognizing IP Rights

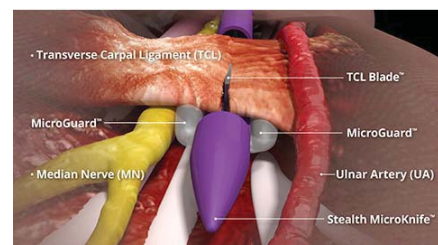


...copyrights!

**THE PIZARRO FIRM**

[www.pizarrofirm.com](http://www.pizarrofirm.com)

## Recognizing IP Rights



...patent rights!

**THE PIZARRO FIRM**

[www.pizarrofirm.com](http://www.pizarrofirm.com)

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

## Title search: Intellectual Property 2.0: Top 10 IP Risks for Nonprofits

Also available as part of the eCourse

[2017 Nonprofit Organizations eConference](#)

First appeared as part of the conference materials for the  
34<sup>th</sup> Annual Nonprofit Organizations Institute session  
"Intellectual Property 2.0: Top 10 IP Risks for Nonprofits"