ACC Docket: Justin Poplin on Protecting Intellectual Property Assets in the Digital Age

August 26, 2013

As American football season gets underway, successful coaches are constantly evaluating their assets and implementing plays to take full advantage of those assets. Last year's team — or even last week's star — may have been great, but circumstances can change as quickly as an ACL can tear. To maximize the value of your intellectual property, you similarly need a current inventory and proper protection for your trademarks and copyrights. And to strengthen your company's partnerships while avoiding legal sanctions, you need a current inventory of third-party IP used by your company, and procedures to overcome any shortcomings in your company's current practices. These things can be accomplished by following the steps set forth in this article. Read more ...