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**The basics of intellectual property and personal aspects of a recent start-up**

Intellectual Property has become increasingly important in all aspects of society around the world. However, laws that govern the rights of this property are a combination of national, state, and province specific laws depending upon the type of intellectual property that, type of Intellectual Property that is owned, and where in the world the Intellectual Property is owned and used.

Generally, intellectual property is very different from normal brick and mortar real estate type property. Societies have long been dealing with brick and mortar real estate property issues for thousands of years which have made these issues well understood and mostly predicable. However, Intellectual Property is considered to be intangible property or property of property of the mind which is impossible to touch and not easily assess like brick and mortar properties. Moreover, since many types of Intellectual Property change with the speed of technology, many times, the technology is in front of the Intellectual Property rules and laws, thereby making protection and the resolution of disputes difficult and the law less predictable.

However, every technologist, manager, artist, or anyone involved in a creative process should know something about Intellectual Property and its basic elements so as to know when to seek professional help to adequately protect their property and investment. It should be understood that, in certain circumstances, intellectual property can be one of the core pillars that enables a business to start, it can protect the creative processes, investments, and outcomes of individuals, artists, businesses, and if done properly can provide an additional stream of revenue to an existing business.

Generally, Intellectual Property can be described as a stool having four legs (Patents, Trademarks, Copyrights, and Trade Secrets). However, in today’s environment, in my view, another leg needs to be added to the stool and that is Intellectual property transactions.

As time allows and in today’s tight economic climate, I was recently involved with start up that manufactured in China and achieved it funding goals. I would like to offer some of my personal perspectives and analysis of this process.