

Timeframe: \_\_\_\_\_



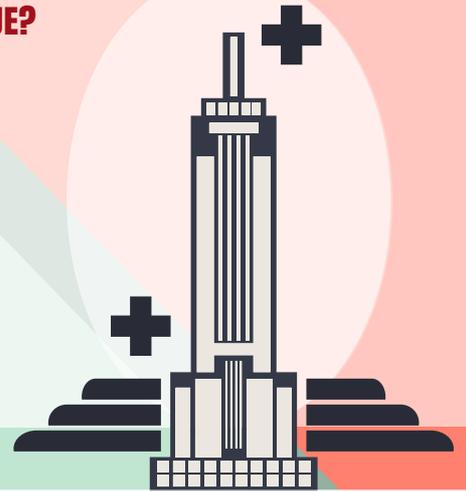
**WHAT IS THE STRENGTH AND VALUE OF YOUR ORGANIZATION'S IP?**

**HOW ARE YOU UTILIZING YOUR IP ASSETS?**

**WHAT IP STRATEGIES YOU'RE USING TO ENHANCE THE BRAND VALUE OF YOUR ORGANIZATION?**

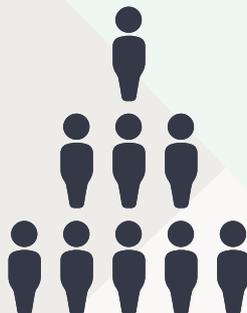


**WHAT ARE THE NEXT AREAS WHERE YOU WILL USE IP TO ENHANCE YOUR BRAND VALUE?**



**ARE YOUR HUMAN RESOURCES ALIGNED WITH YOUR COMPANY'S IP STRATEGY AND OVERALL VISION?**

**WHAT MOTIVATIONAL TRIGGER YOU CAN USE FOR ALIGNING YOUR HUMAN RESOURCES WITH YOUR COMPANY'S IP STRATEGY AND ITS OVERALL VISION?**



**WHAT BUSINESS GOAL YOU WILL BE ACHIEVING USING YOUR IP IN THE NEXT:**

**1 YEARS**

**5 YEAR**



**1st QUARTER**

**2nd QUARTER**

**3rd QUARTER**

**4th QUARTER**



**HOW YOU WILL BE GOING ABOUT THESE GOALS?**

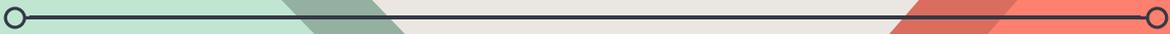
**HOW MANY OF THE ABOVE MENTIONED STRATEGIES YOU ARE EMPLOYING AT PRESENT?**



**WHAT MODIFICATIONS/ADDITIONS IN YOUR AVAILABLE RESOURCES REQUIRE IMPLEMENTING YOUR IP VISION?**

**WHAT OBSTACLES COULD COME ALONG WHILE ACHIEVING THE SET TARGETS?**

**DO YOU HAVE A STRATEGY AT PLACE TO SURMOUNT THESE OBSTACLES? IF YES, WHAT ARE THEY?**



**WHAT IS YOUR IMMEDIATE PLAN OF ACTION?**



# IP CANVAS

From Raw Thoughts to Implementable Strategies.