

## PERSPECTIVE

# The IP Asset: Intellectual Property Strategy Snapshots

The IP Asset is a thought leadership series from BLG's Beyond IP Strategy group that provides practical insights for Canadian companies and their advisors, including startups, scale-ups, and growing companies with a focus on innovation.

These strategy snapshots are designed to help you enhance your understanding of how intellectual property (IP) strategy can positively impact your business. The articles highlight the business value that IP brings to companies: creating tangible benefits from intangible assets, and providing competitive intelligence to help you be successful against competitors. The series is also meant to raise awareness of intellectual property in Canada to promote innovation and the Canadian economy.


Please enjoy the articles provided below, and email us at [BeyondIPStrategy@blg.com](mailto:BeyondIPStrategy@blg.com) with your comments or suggestions.

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