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Subject: Protect the Power of Your Creative Assets

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Protect the Power of Your Creative Assets

4/19/2016

Last week was National Library Week, a time to celebrate a library's role as a place to learn and think, and a resource for many entrepreneurs and businesses, too. It's also important to

remember that the authors, artists, poets and journalists whose works fill libraries also share one important connection with entrepreneurs and business owners: they all create valuable intellectual property (IP) worth protecting.

In this newsletter, read more about how to protect your IP, beginning with these overviews on how to safeguard the different types of intellectual property. And here's an article that can help if you're still not sure if you need a patent, copyright or a trademark in your case. We'll also cover Creative Commons, a way to tap into intellectual property in the public domain.

INNOVATION ISN'T ENOUGH

It's not enough to merely innovate, you've got to also protect what you've created. So whether you need assistance with filing a patent, protecting your trade secrets, or getting a copyright or trademark, our [Understand Intellectual Property tool](#) can help. Built in partnership with the [US Patent and Trademark Office](#) (USPTO), our tool will guide you through the steps of protecting your creative assets.

[LAUNCH OUR IP TOOL HERE](#)

CREATIVE COMMONS

If you're looking for a range of content that can be used legally and for free, you'll want to check out [Creative Commons and its ever-expanding collection of intellectual property](#) available to businesses and individuals. You'll find everything from songs and images that can be used for marketing to scientific reports

that can be used to build in-house expertise.

[LEARN MORE ABOUT CREATIVE COMMONS HERE](#)

PROTECTING TRADEMARKS AND COPYRIGHTS

Are your company's goods and services trademarked to protect them from competition? In addition to its Patent Tools and Links for inventions, the USPTO offers a variety of resources geared toward applying for, searching for and maintaining trademarks. There's also great information about the timeline and fees associated with trademarks.

If you need more information on copyrighting something you've created, be sure to check out information from the U.S. Copyright Office. You will find tutorials, a copyright search and answers to frequently asked questions on their website.

[FIND PATENT & TRADEMARK RESOURCES HERE](#)

FREE ACCESS TO THE WORLD'S LARGEST PUBLISHER

Did you know that the United States Government is the largest publisher in the world? The [Federal Depository Library Program](#) (FDLP) was created under the [Government Publishing Office](#) (GPO) to make sure citizens nationwide have access to studies, reports, books and other documents

produced by the Federal Government.

Search the [Catalog of U.S. Government Publications \(CGP\)](#) to find publications of use to businesses such as contract opportunities, consumer information, laws and regulations, demographics, and more.

Use the map on their website to [locate a Federal depository library](#) near you. Each library is staffed with information specialists who can help you locate the information you need.

[LEARN MORE ABOUT THE FDLP HERE](#)

TWITTER HIGHLIGHTS

Here are a few of our top tweets from the past week:

Nat'l #SmallBiz week is happening 5/1- 5/7. Find an event near you.

@PennyPritzker Meets w/ Entrepreneurs on Revitalized #manufacturing Industry in #Brooklyn.

Connect to 75+ US locations at the #HM16 Investment Pavilion #HM16USA @SelectUSA.

Sec @PennyPritzker Addresses #Travel & #Tourism Impact on U.S. Economy.

@USPTO Puts #Data in the Hands of #Innovators.

Interested in getting all of our BusinessUSA business advice and news from our Twitter stream in one, easy-to-read email? Sign up for the [BusinessUSA Twitter digest](#).

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Access Financing
Explore Exporting
Government Contracting
State Business Resources
Find Regulations
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