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## Using IP to do more than just fight your corner

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Rachel Jones

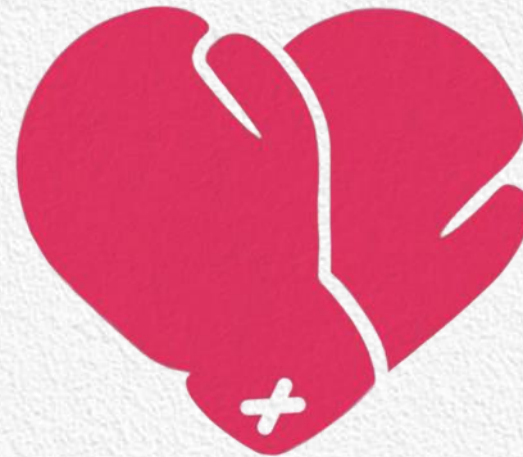


SMEs with registered intellectual property rights (IPRs) are **21% more likely to experience a subsequent growth period**, and **10% more likely to become a high-growth firm**.

Additionally, those with bundles of IPRs are **even more likely to achieve high growth**.

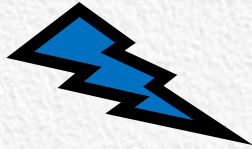


**Love your IP.  
It will fight for the growth of your business**





**Register once ... to protect yourself in several territories, saving time, energy and money**









**Trademark  
Infringement**



**Counterfeits**



**Design/Patent  
Infringement**



**Copyright Theft**



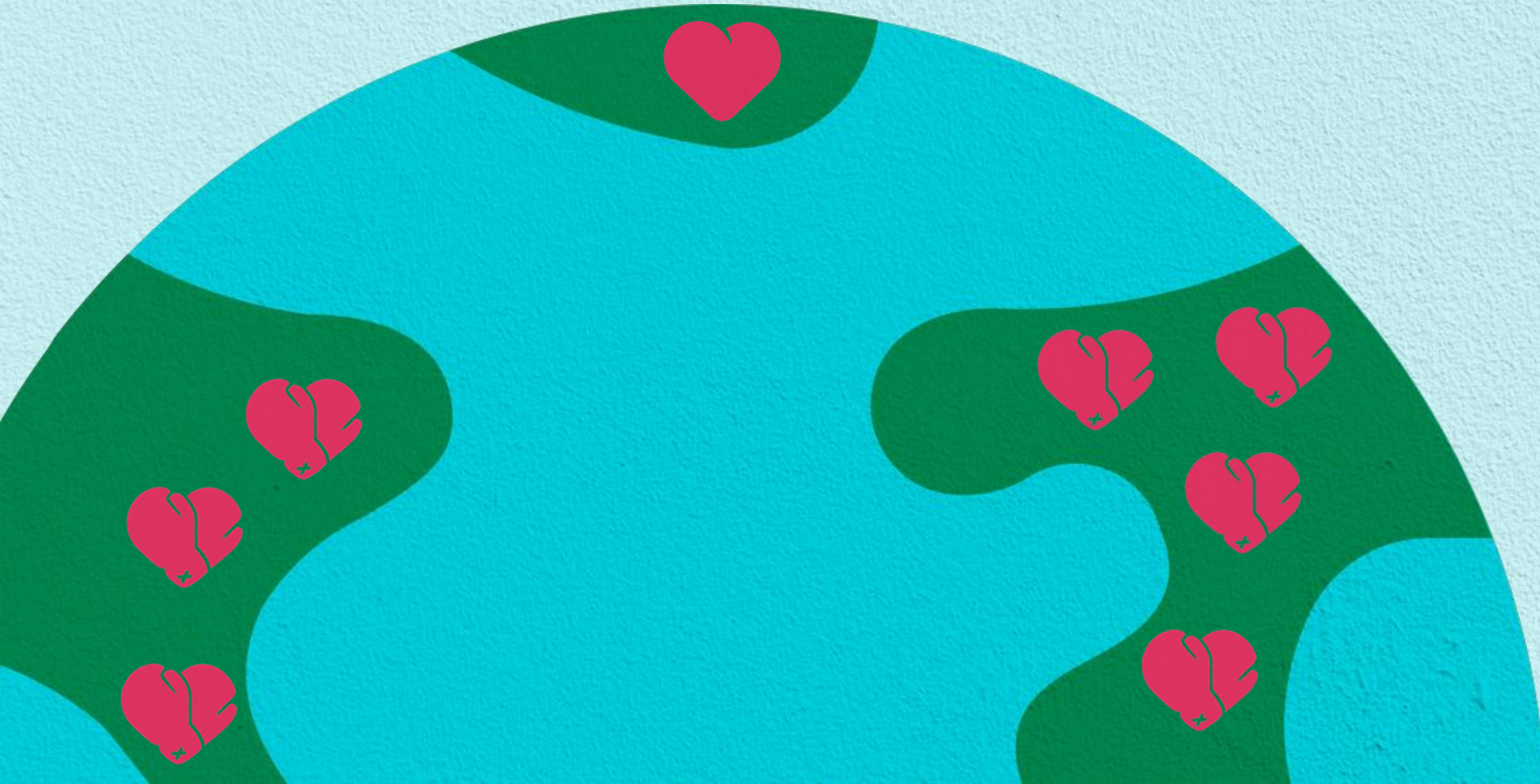
**THE FAKES YOU SEE  
ARE JUST THE TIP OF THE ICEBERG**







Protecting your brand regionally will help protect your business further





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**PROTECTING YOUR BRAND GLOBALLY  
SHOULDN'T COST THE EARTH**

