

UNDERSTANDING CREATIVE IP: LET YOUR WORK SHINE – WITHOUT FEAR OF COPYCATS

Credit for concepts to Sharon Toerek, principal at Toerek Law



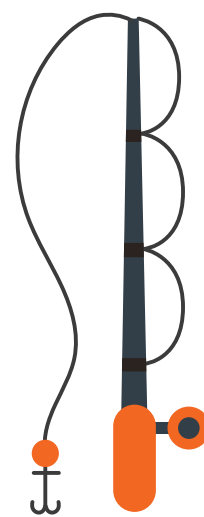
DO YOUR IP HOMEWORK

The process of keeping your creative assets safe should begin early on.

“The job of protecting a trademark really begins before you adopt it,” Sharon says. “It’s doing careful research and clearance work to make sure that the brand you want to use is available and isn’t going to cause conflict.”

PRACTICE THE ‘BLUE OCEAN STRATEGY’

Sharon and the team at Toerek Law have created a niche for themselves in the legal world, working primarily with creative services professionals. Figuring out how to specialize and use your expertise and skill set to support one industry or community can go a long way toward setting you apart from your competitors.



DON'T FORGET TO STRATEGIZE ABOUT YOUR OWN INTELLECTUAL PROPERTY

Agencies that take the time to build a strategy around their own assets are more successful than their competitors.

PARTNER WITH OTHERS WHO SERVE YOUR AUDIENCE

Sharon and her colleagues connected with many of the agencies they serve through their partnership with the Agency Management Institute (AMI), a management consulting business that serves small and medium-sized marketing communication companies who are working to grow their impact. Sharon’s experience partnering with AMI has shown her the power of making smart industry connections.



**WANT TO LEARN MORE?
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