

# Your IP globalization checklist



## 1. Centralize IP management systems

Implement a global IP management platform to unify filings, renewals and enforcement, ensuring cross-border efficiency and transparency.



## 2. Standardize processes while allowing flexibility

Establish consistent workflows while adapting to the unique legal requirements of each jurisdiction.



## 3. Automate global IP deadlines

Use specialized software to track renewal deadlines, filings and statutory actions specific to each region, reducing manual tracking errors.



## 4. Tailor to regional IP laws

Conduct thorough research or hire local counsel to ensure full compliance with diverse IP laws and regulatory frameworks in key markets.



## 5. Audit IP protection across regions

Evaluate your portfolio's strength, scope and coverage in different countries to identify under-protected regions and address gaps.



## 6. Utilize multilingual tools and services

Adopt translation tools and services that ensure accurate communication with regional offices and authorities, avoiding misunderstandings.



## 7. Develop region-specific enforcement strategies

Work with local enforcement agencies and legal experts to tailor approaches for IP protection, from patent litigation to trademark permission-to-use letters.



## 8. Leverage economies of scale in IP management

Partner with IP service providers or use bulk filing systems to negotiate volume discounts and streamline processes.



## 9. Stay informed on global IP trends

Monitor shifts in international IP laws, market trends and competitor strategies to protect your IP proactively in high-growth regions.



## 10. Use global IP analytics

Leverage data analytics tools to monitor your IP portfolio's performance and identify cost savings or potential areas for expansion across multiple countries.