



Intellectual property for startups: What you need to know about patents, trademarks, and copyrights

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The early stages of a new business can be a whirlwind. Building the team, structuring the company, attracting investment and developing the product, key partnerships, sales channels and marketing plans are typically all-consuming tasks for the founders. Amid all this essential activity, intellectual property (IP) sometimes takes a back seat.

Three relevant types of intellectual property that startups should understand are:

- Patents
- Trademarks
- Copyrights

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