



Philip Mendes da Costa and Jane Sarjeant coauthored an article "Intellectual Property - Assets that Should not be Neglected" by Robbinex

November 6, 2020

Philip Mendes da Costa and Jane Sarjeant coauthored an article "Intellectual Property - Assets that Should not be Neglected", published by Robbinex.

Intellectual property rights are intangible assets that include trademarks, patents and industrial designs. Just like real estate or any other tangible asset, intellectual property may be sold, licensed and/or used as a security interest to secure a business loan. It is also critical that these assets are identified and acquired when the assets of a business are acquired.

Trademarks

A trademark is any name, logo or expression that is used by a business to identify or distinguish its goods and/or services. Clients will frequently buy a product or service since they have heard of the company or brand, or recognize a company logo, and have confidence in the quality of the product or service they will receive. The value of a trademark is represented in the value of the goodwill of a business. As such, trademarks can be among the most valuable assets of a business.

Click [here](#) to read full article.

This article was first published by [Robbinex](#) in the September 2020 issue of [Execu-Brief](#).