

Intellectual Property in Software

How to protect your app idea before you build

STRATEGY, NOT PAPERWORK



Why IP Protection Is a Strategic Foundation



Software IP is not a legal formality – it is the **structural foundation** of valuation, competitive advantage, and sustainable innovation.

Amazon & Apple

Built on protected IP portfolios – not just code

Without Protection

Disputes, lost ownership, vendor lock-in, investor doubt



The 4 Types of Software IP



Copyright

Protects source code, UI layouts, documentation – automatic upon creation



Trademark

Guards app name, logo, tagline – register before launch



Patent

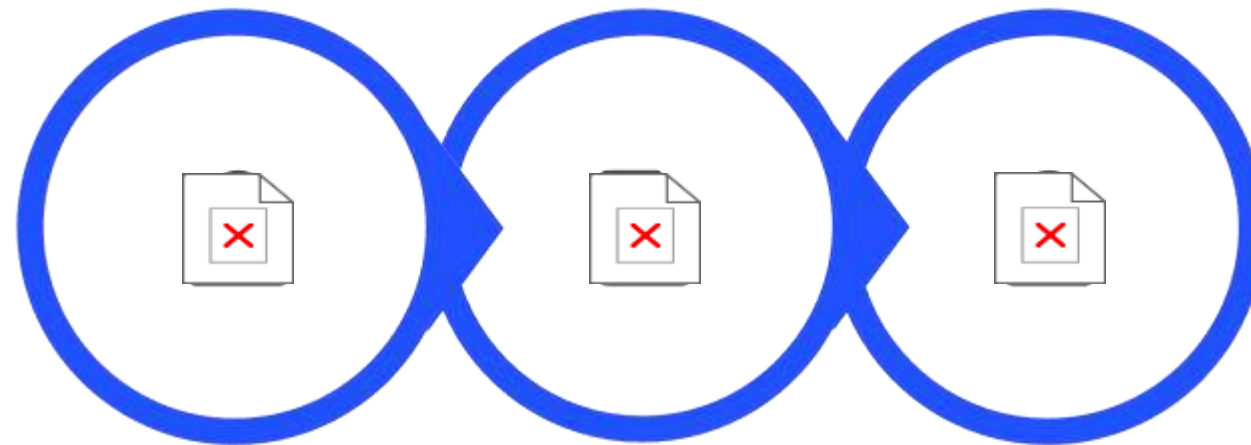
Secures novel algorithms, AI processes, system designs – 20-year exclusivity



Trade Secrets

Proprietary algorithms, pricing logic – no expiry if kept confidential

Protect Before You Write a Single Line of Code



Define
Ownership

Establish
Agreements

Secure Transfer

Why It Starts Before Dev

Early collaboration without written agreements creates ownership confusion.



Outsourced developers retain rights without formal IP assignment



Product engineering & staff augmentation services establish clear IP ownership from day one

IP Protection Across the Dev Lifecycle

01

Agreements First

NDA's for all external partners; IP assignment in employment & vendor contracts

02

Access Controls

Role-based repo restrictions, MFA, and activity monitoring

03

Code Escrow

Escrow agreements protect source code access in disputes

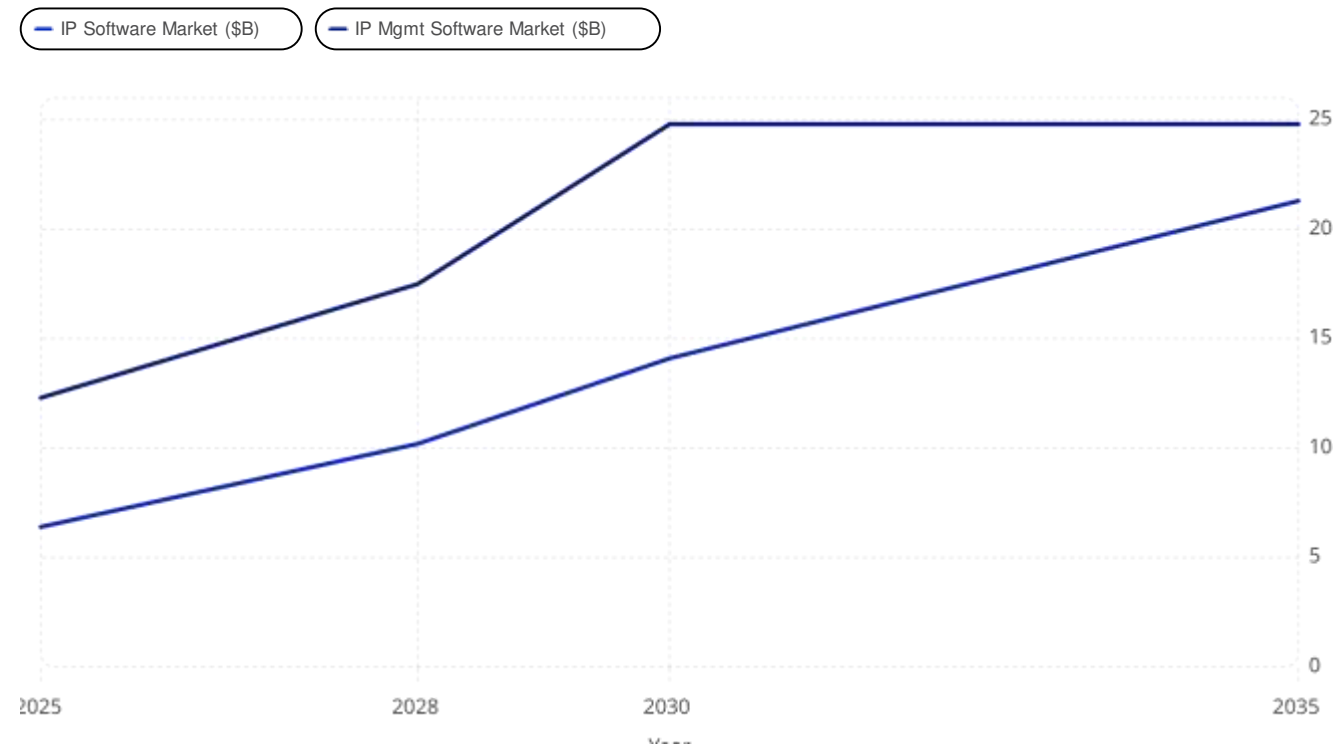
04

Audit & Document

Regular license audits; document ownership of all assets at project close



IP Management Software: The Infrastructure Layer



Why It Matters

IP management software market: **\$12.3B → \$24.8B by 2030**
(12.9% CAGR)

IP software market: **\$6.4B → \$21.3B by 2035** (12.7% CAGR)

Centralize

Patents, trademarks, copyrights,
licenses in one system

Automate

Deadline tracking, renewal alerts,
jurisdiction compliance

Secure

Role-based access, MFA, encrypted
cloud storage

Protect First. Then Build.

Intellectual Property in Software: It is Strategy, not Paperwork.



Secure Ownership

Agreements before development



Register Protection

Copyright, trademark, patent



Implement Systems

IP management & docketing software



Build Value

Investor confidence, licensing, M&A leverage

