IP Awareness Assessment Tool Launched

The new Intellectual Property Awareness Assessment Tool developed by NIST MEP in collaboration with the US Patent and Trademark Office is now available for use (http://www.uspto.gov/inventors/assessment/). The tool is designed to help business owners and inventors consider critical intellectual property issues specific to their needs. It addresses Trademark, Copyright, Patent, Trade Secret, Licensing and International Rights as well as asset management, tracking and strategy issues. Once the simple assessment is completed the user gains access to a customized menu of educational materials on intellectual property developed by the USPTO and information on additional resources that offer helpful assistance. The intent is to help smaller manufacturers establish and employ an informed strategy to create value and protect their valuable IP assets.