

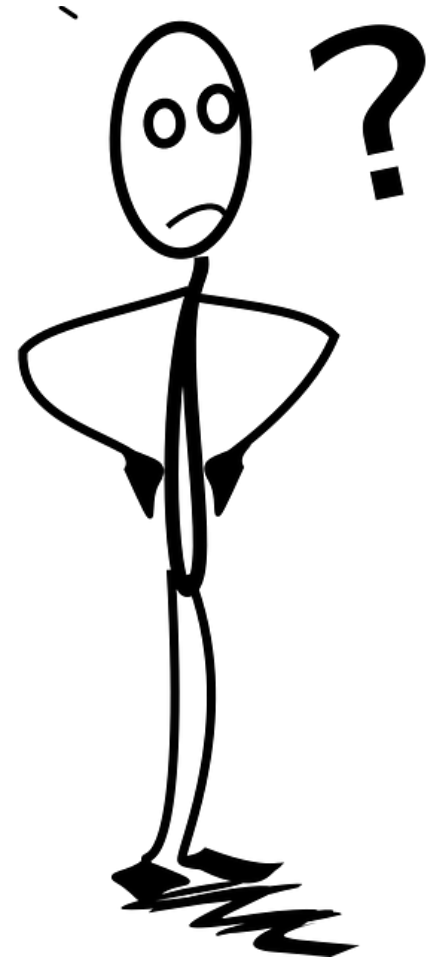
Protecting your brand in 2026/7

Practical ways to protect your brand, content, reputation and competitive edge in a faster-moving, AI-driven and increasingly crowded market.



Intellectual Property today

- Every business has valuable ideas. Protecting your brand, designs, and content ensures that your hard work isn't used by someone else.
- IP includes trademarks, designs, and copyright.
- Securing IP helps maintain credibility and business value.
- Avoid costly legal disputes by protecting your assets early.



Trademarks:

Securing your brand identity

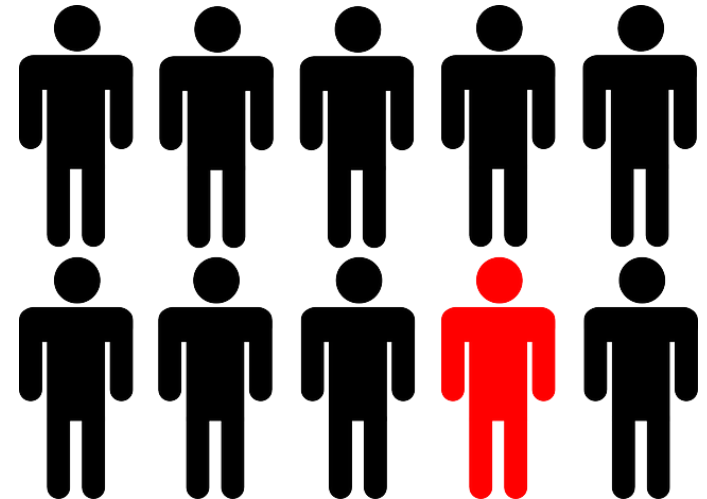
- Your business name and logo are how customers recognise you. Protect them.
- A registered trademark stops others from using a similar name or logo.
- Trademarks build trust and prevent brand confusion.
- Search for existing trademarks before choosing a brand name.



Design protection:

Safeguarding product appearance

- Your product's look is part of its appeal—make sure it stays yours.
- Design rights prevent competitors from copying the visual elements of your product.
- Automatic unregistered rights exist, but registration gives stronger protection.
- A well-protected design adds commercial value to your business.



Copyright:

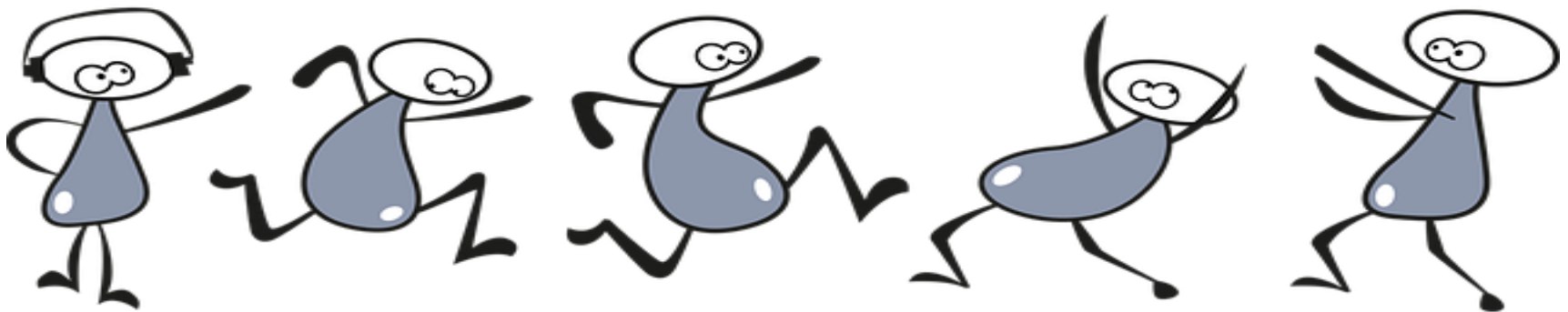
Protecting your creative work

- If you create content—websites, graphics, music, or software—copyright applies.
- Automatically protects original creative works upon creation.
- Adds legal strength against unauthorised use.
- Register key works for added security in some regions.



Protecting and enforcing your IP

- If someone copies your work, don't panic; take action.
- Send a formal cease-and-desist notice.
- Seek legal advice for serious infringement.
- Monitor your IP regularly to catch potential issues early.



Digital visibility and reputation

- Your digital footprint is now part of your intellectual property.
- Businesses should think strategically about:
 - Domain names
 - LinkedIn visibility
 - Social handles
 - Online reviews
 - Brand consistency
 - AI-generated content risks

Why this matters commercially

Strong IP protection can help businesses:

Strengthen credibility

Attract investment

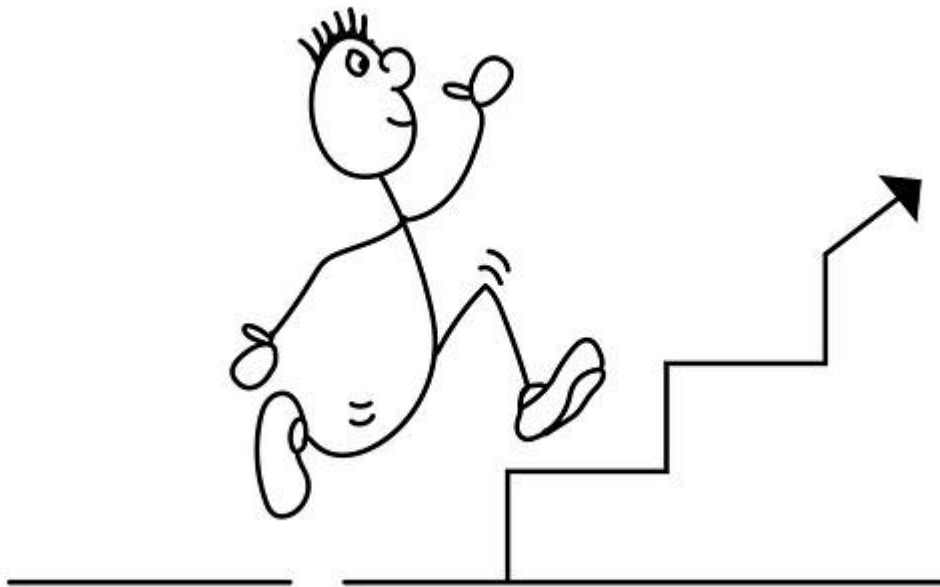
Increase business valuation

Create competitive advantage

Support growth plans

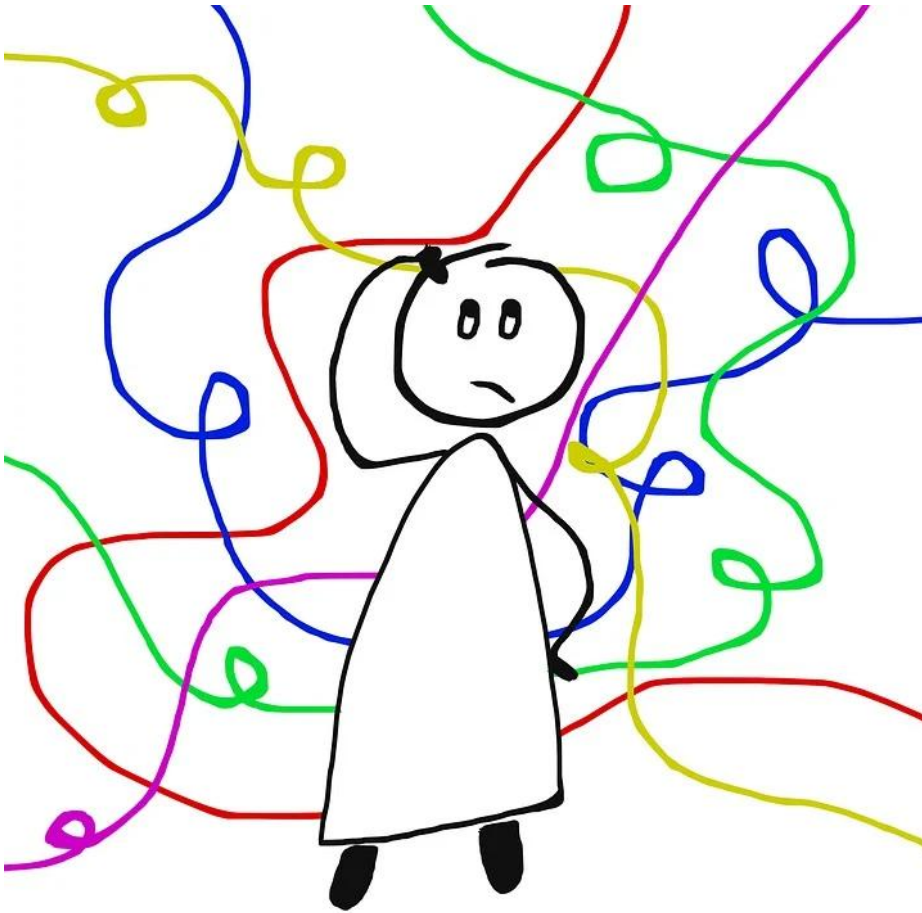
Protect long-term reputation

Final thoughts



- Protecting your IP isn't just about legal security, it's about business growth.
- Secure your brand and content from day one.
- Regularly review your IP assets as your business grows.
- Why bother? You will get the reassurance needed that your business can realise the value you desire.

What next?



Need help?

Speak to Keith Loven

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You will get tailored
advice with no obligation.

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