

# IP Protection Checklist

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## Instructions

Complete every item on this checklist before accepting investment capital. Intellectual property created after investment becomes subject to shareholder claims.

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## Checklist

- ☐ Register your trading name as a trademark in every jurisdiction where you plan to operate.
- ☐ Document your trade dress: interior design elements, plating style, uniform design, menu layout, and branded collateral.
- ☐ Assign all recipe intellectual property to the operating company (or IP holding company) in writing.
- ☐ Register your primary domain name and all obvious variants (.com, .co.uk, local TLDs).
- ☐ If operating a multi-entity structure, execute formal IP licensing agreements between the holding company and the operating entity.
- ☐ Ensure licensing royalty rates are within documented industry benchmarks (3–5% for IP, 2–5% for management) to withstand transfer pricing scrutiny.
- ☐ If crowdfunding, model the administrative cost of managing 200+ shareholders before launching.
- ☐ Include IP ownership clauses in all employment contracts: recipes, systems, and operational manuals created during employment belong to the company.
- ☐ Include IP ownership clauses in all consultant and contractor agreements: work product transfers to the company upon final payment.
- ☐ Store all brand assets, recipes, and operational documentation in a secure, version-controlled system with access restricted to key personnel.