

How can we help?

Talk to our food and drink team about protecting your product at every stage, from first recipe to new markets.



Visit our food and drink hub
Meet the team, explore our resources
and use the interactive roadmap online.

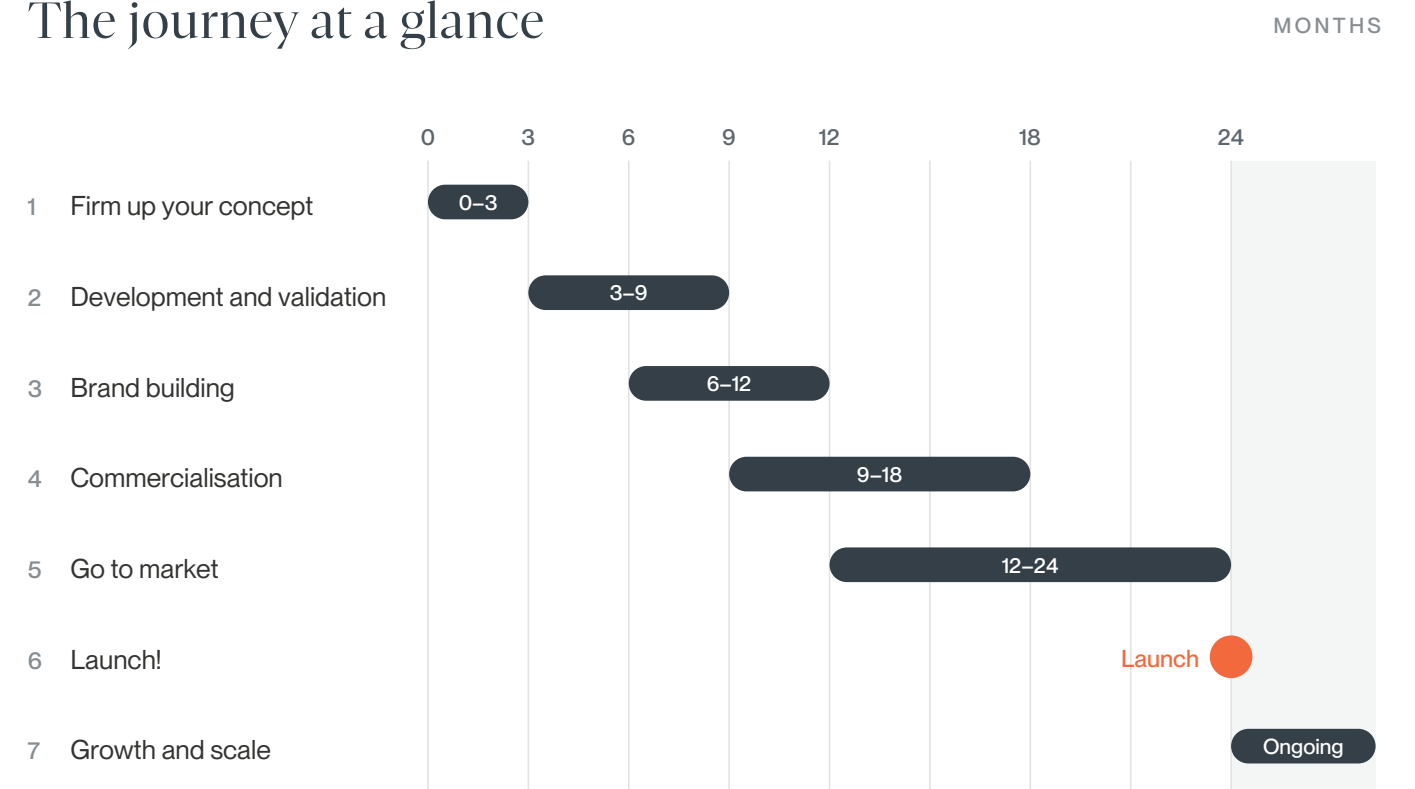
Timings are indicative and will vary from business to business.
This is general guidance, not legal advice.

FOOD AND DRINK · IP ROADMAP

From recipe to *revenue*

An IP roadmap for success in the food and drink industry

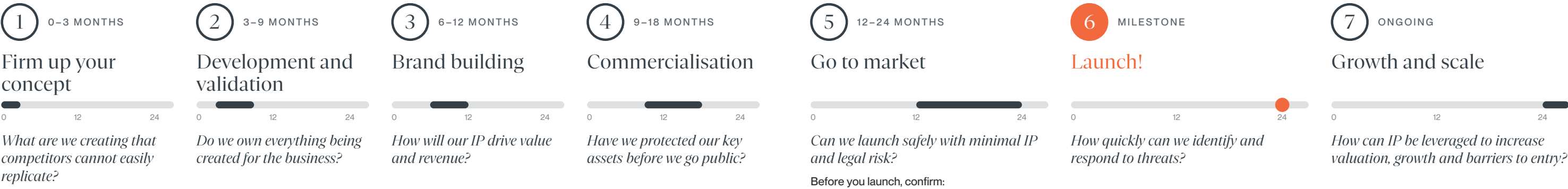
The journey at a glance



Open out to see what comes when

Every stage, and what to consider at each point.

From recipe to *revenue*



IP STRATEGY						
- Identify where your IP is: brand, name, recipes and formulations, manufacturing processes, packaging concepts, know-how and confidential information - Align your IP with your business plan. What is your competitive advantage? Will the return come from retail, brand building, licensing or franchising?		- Create an IP asset register - Build IP into investor presentations, in line with your business plan and revenue model				- Safe expansion into new markets - Conduct regular IP audits and review contracts and ownership arrangements
PATENTS						
Invention capture: identify and record potentially patentable inventions, and ensure there are appropriate processes in place to protect any trade secrets (your confidential information and know-how)		Consider patent landscaping or a novelty search	Is patent protection required?	Consider a freedom to operate (FTO) search	Continue to actively protect confidential know-how and capture any new developments	
TRADE MARKS						
	- Is your proposed name or brand available, and has it been cleared for use with a trade mark search? - Could a third party present obstacles?	- File trade mark applications - Secure domain names and social media handles		- Trade marks are registered - Domains are secured - Competitor monitoring processes are live	Retain evidence of use of your brands, sales and marketing activity	
DESIGNS						
			Do we need design protection for packaging and product appearance?	Packaging is cleared		
LITIGATION & LICENSING						
Consider the agreements needed to underpin your business plan and cement your position: founder agreements, NDAs, consultancy, development and collaboration agreements, IP assignments	Understand who owns what, for example if you have worked with consultants, designers, food scientists, universities or partners	Discuss whether your IP could generate additional revenue through licensing, franchising, white labelling or brand collaborations	- Do we have robust agreements in place with manufacturers, suppliers, development partners and distributors? - Is ownership of our recipes and know-how, our rights to improvements and our confidentiality obligations completely clear?	- Marketing claims have been reviewed - Key commercial agreements are signed	Be ready to monitor for copycats, similar packaging, counterfeits, and patent and trade mark infringements	- Review opportunities for licensing, franchising and technology transfer - Strengthen enforcement and monitoring strategies in line with your products' value