

Intellectual Property Table

"Your specialized knowledge is a Gaseous Asset.

How that knowledge is expressed is Intellectual Property.

Intellectual Property can be used as currency to buy other properties, commodities, and currencies."

-- Donald Kubelka 4/13/06

The following are partial lists of some of the factors that go into trading Intellectual Property.

Pick at least one from each column to create something of value that can be traded or sold.

Feel free to mix and match, and to experiment and play by changing the variables.

Finish it off by finding someone with whom you can trade your new Intellectual Property for something you want.

Source	Rights		Instrument	Entities
Product	Voting Rights	Protection	Contract	Licensees
Service	Easement	Private Property	Agreement	Trading Partners
Customer Info	Naming Rights	Recording Rights	Licenses	Barter Exchanges
Biz Processes	Trademark	Pollution Credits	Permits	Customers
Biz Policies	Patent	Distribution Rights	Bill of Sale	JV Partners
Biz Marks	Copyright	Trading Rights	Bill of Exchange	Suppliers
Identifying	Right of First Refusal	Borrowing Rights	Receipt	Vendors
Characteristics	Use Rights	Lending Rights	Certificate	Employees
Databases	Resale Rights	Drawing Rights	Trading Certificate	Distributors
Logs	Master Resale Rights	Mechanical Rights	Membership Card	Resellers
Info Collections	Private Label Rights	Performance Rights	Share Certificate	Retailers
Documents	Water Rights	Viewing Rights	Drawing Rights Cert.	Agents
Idea	Mineral Rights	Lobbying Rights	Registration Cert.	Sales Agents
Trade Secret	Data Mining Rights		Documents	
Story	Drilling Rights		Logs	
Character	Free Speech		Diploma	
Artwork	Privacy		Books	
Slogan	Publicity		Information Products	
Picture	Use of Likeness		Licensed Merchandise	
Design	Use of Voice		Negotiable Instrument	
Music	Free Exercise of Religion			
Sound	Freedom of Press			
Performance	Peaceable Assembly			
Speech	Redress Govt. w/grievances			
Experience	Keep and bear arms			
Contact				

Right – to have an interest/share/power over claim in something by law/nature/tradition

Biz is all about building, forming, and maintaining relationships and the paperwork documenting those Relationships amongst people, products, and ideas

When you create something, you automatically own all the property rights to it by virtue of authorship.

As you recognize, identify, document, and trade these rights, the property

Becomes more valuable as more people have a share in its overall success.

For assistance in using this table please contact me at (603) 463-8082 or by email at don@pushbuttonpress.com