

# Your Business Matters Podcast Show

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**Presented by:**

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## **Episode 07 – Special Guest Sarah Gilkes from MDP Law to Discuss Intellectual Property and Trademarks**

In this episode, we are talking with Sarah Gilkes from MDP law about intellectual property and trademarks. We spoke in episode six about asset protection and separating risk from the asset. It is just as important to recognise and protect the value of intangible assets as it is of the tangible ones.

Protection using mechanisms such as copyright, trademarks or patents should be considered from the early stages of business. These are not just for the big end of town, small and medium businesses also need to be aware of the opportunities to protect the value that they are creating.

In this podcast, Sarah provides a great overview of protecting your IP, trademarks and copyright, as well as some tips and traps.

If you would like to get in contact with Sarah Gilkes at MDP law office, the details are:

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