

IP PLAN FORM

Company: _____ **Date:** _____

The annual IP Plan is typically developed based on the issues identified in the **SWOT** assessment.

Focus on:

- Capitalizing on **S**trengths • Shoring up **W**eaknesses • Taking advantage of **O**pportunities • Addressing **T**hreats

Using these ideas as a guide, create goal statements that reflect the four areas above, and actions to achieve those goals. In determining key goals and actions, consider matching strengths to opportunities to determine areas of easiest exploitation. Also consider how strengths can offset identified weaknesses or threats. Finally, make sure to address how you would like the SWOT analysis to look next year or further into the future.

Goal:

Action:

Priority:

Goal:

Action:

Priority:

Goal:

Action:

Priority:

Goal:

Action:

Priority:

Goal:

Action:

Priority:

Goal:

Action:

Priority:

SEGMENT IP ANALYSIS

Segment or Product Line	Process	Product	Equipment & Test	Materials	Key Locations

Directions: List each segment or product line. Rate the level of importance of the intellectual property in the various categories above to each segment or product line with respect to current and future development. List key locations for IP protection and consider both manufacturing and sales in determining these locations.

Ratings: Low **0** **1** **2** **3** High