

Level 2 Development Phase

Make sure you own what makes your game unique and decide how to protect it

Make sure you own what matters

- Start with those elements that will be hard to change later like: title, character names, plot, software.
- Check if someone else owns it or created something similar. Keeping good records of your inspiration can make this easier.

Investing in protection

- Protect against pure imitators: protect many game elements from code to visuals with copyright. It's automatic. Registration is possible in some countries and can provide benefits.
- Protect your name and key graphics: Invest in trademarks and designs to keep others from using what you've made or something close to it.
- Protect key innovations: Expensive but powerful, patents may offer strong protection for advances in technology.
- Consider a conversation with an IP expert to develop your strategy.

Key tips at concept phase

Raise awareness

Make IP a team responsibility

Check early

Start by using a search engine to see if what you want to use already exists to avoid changes later

Get permission early

Earlier negotiations makes it cheaper and prevent slowing down your development process

Be strategic

Update your protection strategies as you make changes