

connect. learn. grow.

Protection: the fifth "P"

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We all remember product, price, place and promotion -- the "4 P's" that make up the marketing mix drilled into our memory through college, however the concept is becoming increasingly insufficient for our shrinking global economy. As the constant barrage of new products, brands, inventions, concepts, designs, processes and communications is blasted at us through multimedia, it becomes almost impossible to discern the subtle differences in virtually identical messages.

Branding is essential, and protecting that brand is paramount. That's where the fifth "P" comes into the mix - PROTECTION!

Consisting of copyrights, patents and trademarks, intellectual property (IP) is the marketable product of intellectual thought and the creative process. No longer relegated to the legal department, marketers should be actively involved in managing the IP they create before, during and at the end of the creative process if they want to ensure its strength, value and longevity in the marketplace.

From the beginning

Before pouring your time and energy into developing and launching a new product, service or brand — with the accompanying logs,

brand names and unique selling propositions — it is essential you research and understand the competitive landscape. Market share is an important metric when analyzing competition, but from the IP perspective you must know that your idea is novel or else face potentially costly infringement litigation. Not only could the outcome be expensive legal fees, but you could be forced to abandon all of the marketing efforts and benefits that stemmed from your creativity.

Moreover, doing your research at the beginning can do more than keep you out of trouble; it can serve a powerful competitive intelligence role. The same IP analysis of competitors' branding elements and unique offerings can give you insight into new ways to creatively position your own product/service/brand. Knowing how others have packaged and protected their brands offers you a target to be emulated or intentionally avoided, and the Federal Patent and Trademark Office's databases can be a treasure trove of useful information.

Avoid brand dilution or loss of market share

Once you're confident you're clear of potential liability you must pro-

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AMA Promise

You may have noticed some changes in Austin AMA over the last few months. As the premiere marketing organization in Austin, we've been hard at work making sure our brand and communications reflect the high degree of professionalism among Austin marketers.

Connect. Learn. Grow. - That's our promise to you this year. From monthly luncheons and special events to a revamped Web site and new newsletter, everything this year is about helping you connect with marketing colleagues and friends, learn from our great programming and speakers, and grow through career development and personal relationships. Keep your eyes on Austin AMA for more exciting developments this year.

Would you like to be a part of the exciting things going on at Austin AMA? We'd love to get you involved. To learn more about volunteering, contact Stacy Armijo at sarmijo@pier-com.com.

Six Degrees of Connections

*Marketing Connections is all about creating connections between AMA members. So, welcome to one of our new features...Six Degrees of AMA Connections. Similar to **Six Degrees of Separation**, this feature showcases the interesting and sometimes unusual connections between AMA members. Do you have an interesting connection with another AMA member? Email it to Angela Tovar at atovar@abor.com and you could be featured in the next issue of **Marketing Connections**.*

Protection is key

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protect your IP. Most often, the elements that marketers create and manage are protected by copyrights and trademarks.

Copyrights protect original, tangible mediums of expression that exist in physical form for at least some amount of time. Some of the most common include written marketing copy, poetry, CD-ROMs, graphic designs, novels, software code and process designs.

Trademarks are used to protect a name, word, or symbol that is used for the purpose of identifying and trading goods. Brand names, logos, slogans, positioning statements and other combinations of words or symbols that distinguish your product/service/brand in the marketplace qualify for trademark protection.

There is a direct relationship between increasing importance of branding and the value of securing your IP. While imitation may be the sincerest form of flattery, your powerful brand must be protected against imitators and infringers who want to (legally and illegally) capitalize on the goodwill your marketing has helped create. If you neglect this level of protection, the time you invest in planning, launching and growing your brand might be wasted. Plus, your brand may be diluted because there is consumer confusion over the true leaders in your industry.

Generating wealth

Generally, intellectual property helps generate wealth in three ways. First, because its protection allows you to effectively promote your brand's value, you can capture your rightful share of the market and then focus on growing that share. Secondly, as many studies reveal, valuable brands allow marketers to charge price premiums, meaning your company can increase its profits by simply strengthening and protecting its brands.

Lastly, registering your unique creative contribution will enable you to sell, license and leverage the value of your business. License agreements are a common vehicle for generating the funding required to bring a product to market. And more importantly, licensing can literally create a stream of revenue for your company virtually out of thin air.

Protection equals profits!

Whether your immediate focus is developing your actual product or service, unique promotional strategies, logistical distribution system or complex pricing model, remember the fifth "P" and PROTECT your assets. Protection equals profit!

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AMA events draw marketers

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Founder Tom Martin. A resident of New Orleans, Tom also shared his experiences dealing with Hurricane Katrina and event sponsor Project By Project Marketing Communications made a donation to the Red Cross on Tom's behalf. To view Tom's PowerPoint presentation on how marketers can use visual and verbal palettes to create more effective messages, visit Austin.marketingpower.com.

High Tech Breakfast

More than 50 marketers enjoyed an entertaining and informative presentation at Austin AMA's Fall High Tech Breakfast on "Guerilla Marketing: Strategies for keeping your cash and capturing market share." Panelists, including Jeff Erramouspe, Mike Rosenfelt, Suaad Sait and Christa Kleinhans Tuttle, told some amazing stories about how they helped companies generate incredible buzz and great ROI through some "unconventional" marketing strategies. Just ask Mike Rosenfelt about his goat if you want to learn more!

Six Degrees of Connections

Tracy Sullivan, VP of Programming for Austin AMA and Founder of Project By Project Marketing Communications, is married to Mike Sullivan; who is a boy scout leader for Troop #410 out of Highland Park Baptist Church; where John Meadows was once a boy scout; who is now on the programming committee of AMA and General Manager for Simon Management Group.

