

# James & Wells enquiry meeting

Intangible assets are the most valuable asset of a business. A first meeting with us to discuss their capture as intellectual property is critical for you to understand how best to exploit these assets.

At the meeting we need to understand what assets you have, any special circumstances and what you hope to achieve.

After our meeting (usually within 2–5 working days) we will provide you with a tailored plan that outlines how you can best achieve your aims. This will include identifying relevant IP issues and what is needed to address them along with associated procedures, costs, risks and benefits.

You can then make an informed decision on how you should best proceed.

The investment for this meeting is \$500 + GST and will take 45–60 minutes.

All our attorneys are experts in advising on exploiting IP and can advise on the application processes, although any preparation you can do before the meeting will of course help. Typical desirable information is listed below.

Reading our [Guide to the Protection of Innovation & Goodwill](#) beforehand is very useful. Let us know if you want us to send a hard copy free of charge.

**IMPORTANT:** Keep your invention secret. Disclosing your invention at the wrong time can be fatal to IP protection.

## DESIRABLE INFORMATION

Your idea/invention/brand:

- What is it?
- What is special about it?
- What advantages does it have?
- Have you researched what's already out there? What did you find?
- Do you have any drawings or photos?
- Has anyone seen it? When and under what circumstances?

The parties involved:

- Who has worked on your project? Under what circumstances? e.g. as an employee
- Who could claim ownership?
- Who do you need to make this project happen? e.g. Inventors, developers?
- Do you have any written agreements in place with other parties?
- Who are the inventors / designers?
- Who will own the IP?

Your intentions:

- How do you want to commercialise your IP?
- Do you want to...
  - Manufacture your product?
  - Licence your product / brand?
  - Set up a franchise?
  - Market your product?
  - Sell it off?

## HOUSEKEEPING

We will need a completed [Account Application Form](#) before proceeding with any work for you. Completing this form will mean you have agreed to our [Terms of Engagement](#).

Free parking is readily available at our Hamilton, Christchurch and Tauranga offices.

For our Auckland office, the most convenient parking nearby is at the parking building on Davis Crescent or on Kingdon Street, which has limited street parking.

## DISCLAIMER

The above is provided for general information purposes only and does not take the place of specific legal advice. For more specific advice on all aspects of intellectual property law please contact us.