



CAPITAL

IP From the Investor's Perspective

Justin Schwartz
Managing Partner
IMPAQTO Capital

IMPAQTO Capital



CAPITAL

IMPAQTO Capital is a social impact venture capital fund that invests in early-stage startups in the Andean Region that are innovating in education, health, agriculture, and climate.



ECUACAP



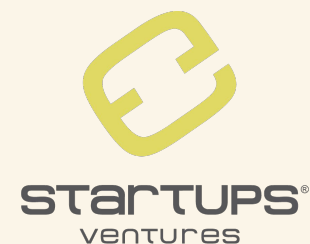
ECUACAP is the Ecuadorian Venture Capital & Private Equity Association

Our mission: to strengthen the private capital industry in Ecuador in order to attract more investment capital and generate quality employment in the country.

Members of ECUACAP



Associate Members



Affiliate Members



Key IP Considerations for Startups

- Brand
 - Trademark of company name, product names, logos
 - In all applicable jurisdictions
- Patents
 - Registration of relevant patents
 - In applicable jurisdictions
- Web domains
 - Common error: individual ownership
- Copyrights, particularly for software
 - Correctly drafted contracts with employees and particularly with contractors
- Litigation
 - Company or individuals

What a Venture Capital Investor Needs from an IP Due Diligence

- Venture capital transactions are small
 - Flexibility in scope and **reasonable prices** are key
- **Cross-functional skills** are key
 - Startup and venture capital lawyers need to be knowledgeable about different areas, including IP
- IP lawyers must understand and have **experience with startups**
 - IP for startups is different from IP for large companies
- IP lawyers must understand the **local context** in the relevant countries
 - One country or multiple countries depending on where the startup has operations
- Venture capital investors are looking to **minimize the risk** of IP-related problems popping up post-investment
 - IP lawyers need to focus on **key risk factors**



CAPITAL

Thank you!

Questions?