



# Securing Intellectual Property During the Credit Crunch

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*An economic slowdown may be just the time to protect your IP portfolio – or to move it to India – says Safir Anand.* [Best\_Wordpress\_Gallery id="3" gal\_title="Gallery 1"] As the world goes through a slowdown emanating from the shake up of the financial sector in in the United States and wakes up to the ripple effects of globalisation, it is natural to believe that the onslaught of recessionary forces will have their due bearing on intellectual properties and the strategies involving their protection, enforcement or commercialisation. A credit crunch spells the true test of a company and its IP since it is during this time that recognised and reliable brands will stand out even more. And to have recognised and reliable brands, companies will need to adopt a balanced-yet-secure IP strategy. *This article was published in Asia IP January 2009. To continue reading, please contact us at [email@anandandanand.com](mailto:email@anandandanand.com)*

