

Are you a creative agency?

One of the main ways you can add value to what you do for your clients above and beyond most other creative agencies

But first, a true story

At a recent talk held by IPAustralia the owner of Nudie Juices told his listeners not to make the same mistake he did which was to assume that in paying his creative agency for designing the Nudie Juices name and logo he got all the rights in the branding. When it subsequently became a wildly successful brand (and therefore the value proposition of what the creative agency had designed for him had completely changed), he had to return to that creative agency and pay a lot more money to it to get **all** the rights in the branding assigned to him.

If your clients want to avoid this happening to them you can turn it into a value-add proposition! It goes something like this...

Your clients will choose a creative agency like yours that warrants in writing to them that

- it has already taken all reasonable steps to secure all intellectual property rights including copyright in what it provides to them from all those freelancers, contractors and employees who have been involved in the process and that
- for an additional fee you will sign a deed of assignment with the client assigning all those intellectual property rights to them.

If your clients want a deed of assignment prepared by your lawyers (so that you can transfer all the intellectual property rights to them), they should let you know and

- CG Lawyers will send them a list of questions and
- The client can send you the creative agency the answers together with a further payment as determined by you.
- Once money is in our trust account we can prepare the deed.

The clients will need to get their own separate legal advice on any deed before signing it.

Why Should the Client Bother with a Deed and why now?

1. A deed is more “solemn” and should remove doubt as to the parties’ intentions.
2. Strike while the iron is hot!

