

# Innovate, Protect, Thrive: New ElevateIP Program Plays Crucial Role in the Success of Canadian Start-ups

**Authors: Silvia de Sousa M. Ingrid Ruiz**

*published 11/13/2023*

## What is ElevateIP?

- **ElevateIP** is a program funded by the Government of Canada aimed at equipping and supporting Canadian start-ups with the tools and knowledge to understand, strategize, protect, manage and leverage their intellectual property (IP).
- **Thompson Dorfman Sweatman LLP** is an IP Service Provider through **North Forge** (in collaboration with **Communitech Corporation** and **Innovation, Science and Economic Development Canada**) and will be able to support start-ups through the development of IP strategies and by seeking and obtaining formal IP protections that are customized to the unique requirements of each start-up.



## Why is IP protection important?

- For most start-ups, IP is a key investment in and component of growth and increasing competitive edge in the market. Failing to develop an IP strategy that properly protects the business's IP rights at the early stages may result in challenges and obstacles later on that could prevent the business from further development and expansion.

## How does the ElevateIP program work?

- The program is delivered through a three-tiered process:
- **Tier 1:** IP Education and Awareness – free online resources that will help identify IP strategy gaps
- **Tier 2:** IP Strategy Development – access to high-quality services from qualified and experienced IP professionals for IP assessments and IP strategy development
- **Tier 3:** IP Strategy Implementation – subsidized services for implementing the objectives identified in the IP strategy, including securing and maintaining IP rights

## When do applications open?

- The ElevateIP program officially launched on **November 23, 2023**. Applications for the program are available at the following link: **ElevateIP Program | North Forge**.

We invite you to **reach out to us** should you have any questions relating to the ElevateIP program or require assistance with your intellectual property needs.

---

---

**DISCLAIMER:** *This article is presented for informational purposes only. The content does not constitute legal advice or solicitation and does not create a solicitor client relationship. The views expressed are solely the authors' and should not be attributed to any other party, including Thompson Dorfman Sweatman LLP (TDS), its affiliate companies or its clients. The authors make no guarantees regarding the accuracy or adequacy of the information contained herein or linked to via this article. The authors are not able to provide free legal advice. If you are seeking advice on specific matters, please contact Keith LaBossiere, CEO & Managing Partner at [kdl@tdslaw.com](mailto:kdl@tdslaw.com), or 204.934.2587. Please be aware that any unsolicited information sent to the author(s) cannot be considered to be solicitor-client privileged.*

*While care is taken to ensure the accuracy for the purposes stated, before relying upon these articles, you should seek and be guided by legal advice based on your specific circumstances. We would be pleased to provide you with our assistance on any of the issues raised in these articles.*