**EIN Workshop Series – Intellectual Property Activity**

**Directions**: For each of the following scenarios, explain how you obtain barriers to others entry into the market. Consider all available tool sets. Which tools would you use? Which tools would you not use? What would be your steps?

**Scenario 1**

You have discovered a novel, early stage marker for a type of cancer and developed rapid diagnostic test that would allow for earlier detection. Other tests are available, but they are more costly and more invasive.   
  
**Scenario 2**

You have developed a brand new social media app called “Sup”, where you can message anyone the word “sup” (the kids love it). As the app market moves quickly and is ever evolving, your business plan is to sell the technology within 3 years.