

ABOUT KARY OBERBRUNNER

DR. KARY OBERBRUNNER is a Wall Street Journal and USA Today bestselling author of [14 books](#). As CEO of [Igniting Souls](#)® and [Instant IP](#)® he helps abundant-minded & coachable-competent entrepreneurs PUBLISH, PROTECT, and PROMOTE their intellectual property and turn it into 18 streams of income so they can change the world.

An award-winning novelist, screenwriter, and inventor, he's been featured in Entrepreneur, Forbes, CBS, Fox News, Yahoo, and many other major media outlets. His [TEDx talk](#) has been viewed over 1 million times.

As a young man, he suffered from severe stuttering, depression, and self-injury. Today a transformed man, Kary ignites souls: speaking internationally on a variety of topics and consulting the world's top entrepreneurs and brands regarding publishing, protecting, and promoting intellectual property. He has several earned degrees, including a Bachelor of Arts, Masters in Divinity, and Doctorate in Transformational Leadership. He also serves as the Berry Chair of Entrepreneurship at Cedarville University, where he teaches on the topics of Entrepreneurship and Digital Marketing. Kary enjoys cycling, especially in the French Alps. He lives in Ohio with his wife Kelly and three children: Keegan, Isabel, and Addison.

SUGGESTED SPEAKING TOPICS

1. You Are an IP Company:

Find, Protect, and Leverage Your Intellectual Property

Core message: Most organizations have millions of dollars of invisible intellectual property hiding in plain sight.

2. AI Stole My TEDx:

How to Protect Your Ideas in the Age of Artificial Intelligence

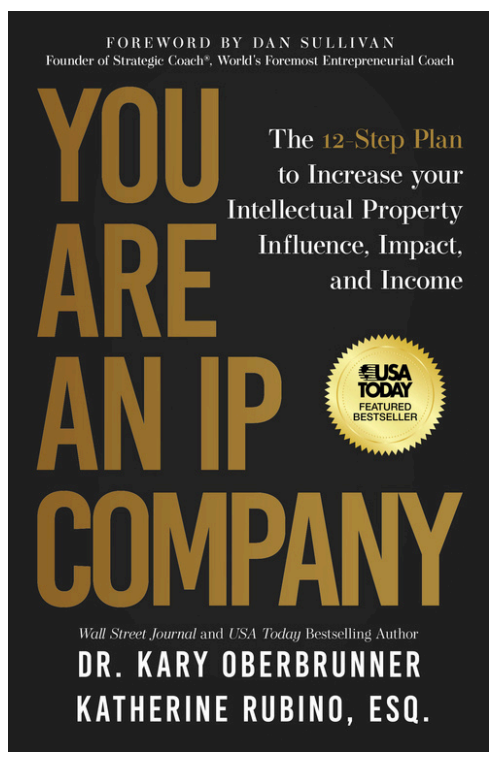
Core message: AI changed how fast ideas can be copied. Creators need a new playbook.

3. The Future of Intellectual Property:

Idea Protection at the Speed of Thought

Core message: The entire IP system was built for the Industrial Age. AI requires a new model.

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The Most Valuable Companies in the World Leverage a Powerful Secret. Do You?

Taylor Swift isn't a singer, songwriter, or entertainer. She's an IP Company—filing over 300 trademarks (and counting), including The Tortured Poets Department, Swiftites, Tayplay, and even her cat's names—Meredith and Olivia Swift. Taylor Swift doesn't protect her IP because she's a big star. She's a big star because she protects her IP.

Play-Doh also takes its IP seriously, protecting the scent of its modeling compound with the proprietary description, "Sweet, slightly musky, vanilla fragrance, with slight overtones of cherry, combined with the smell of a salted, wheat-based dough." Even The Coca-Cola Company knows its value is found in its trade secret, not the carbonated beverage it bottles.

You're not that different. But sadly, most entrepreneurs don't think they have any intellectual property. Truth is, they just don't know how to find it. The few who do, don't know how to protect it. Over 90% of your company's value is linked to your IP. Unless you value your IP, your clients, competitors, and collaborators won't truly value you.

Kary Oberbrunner, entrepreneur and inventor of Instant IP^{IP}, and Katherine Rubino, a Partner at Wiggin & Dana, LLP, team up to offer a proven guide for identifying your ideas and protecting them the fastest, easiest, and most effective way possible.

Get ready to discover:

- Why you should not promote your IP until you first protect your IP
- Which IP protection strategy makes sense for your unique circumstances
- How Disney, Lego[®], CrossFit, Dr. Pepper, Magnolia, and Apple experienced exponential growth by leveraging their IP
- The 12-step plan to increase your intellectual property influence and impact
- Forty-seven practical ways of monetizing your IP so you realize true income

Your Ideas Are Valuable Protect Them Today
