



Company Email Address

Company Website

Company Number

Company Social Media

Legal Intellectual Property Monitoring Rubric

Instructions for Use: This rubric is designed to assess potential intellectual property (IP) infringements systematically. After evaluating each criterion, tally the scores to determine the overall severity and appropriate response.

Criteria	Minor (1 point)	Moderate (2 points)	Major (3 points)
Extent of Use	Limited to a small audience	Regional use with some visibility	Widespread use with high visibility
Impact on Our Business	Negligible impact	Moderate impact on reputation or sales	Significant impact on reputation, sales, or market share
Legal Clarity	Unclear violation or possibly fair use	Probable violation with some defenses	Clear violation with strong legal grounds
Ability to Resolve	Likely resolvable through informal contact	May require formal cease and desist or negotiation	Likely requires legal action

Scoring Interpretation and Appropriate Response

- **3-5 Points (Low Severity):** Monitoring continues with periodic review. Consider informal outreach to the infringing party to discuss the infringement and potential for resolution without formal legal action.
- **6-8 Points (Medium Severity):** Initiate more formal measures, such as issuing a cease and desist letter or seeking a negotiated settlement. Increased monitoring of the situation to track any changes or escalations.
- **9 Points (High Severity):** Prioritize for immediate action. Engage legal counsel to evaluate the options for litigation or other legal remedies to stop the infringement and seek compensation for damages. Actively monitor for any further infringement and prepare for a robust defense of our IP rights.