



## A Message to the Creative Geniuses of the World

Your creative genius is your most valued intellectual property (IP) asset, and you need to protect your assets at all times. It is now the Age of the Creative Genius, and the rules of engagement for leveraging your IP assets are changing. The question now is not will you change your strategic platform; the urgent problem now is how will you change your strategic platform?

The traditional roads to writing, publishing, and getting your original content on-air, on the Internet, or into various distribution channels to reach the masses have radically changed. Thus, if your goals are to exploit these new market opportunities, you will be challenged to disrupt the status quo and adopt new strategies to leverage your creative genius in this new market era.

My name is Raye Mitchell, and I am a graduate of Harvard Law School and the University of Southern California's Marshall Graduate School of Business. I am an Executive Producer and the founder of Boss Girl Genius, a legal information and IP consulting firm dedicated to helping you as a creative genius produce, protect, and tell your story to the masses.

Specifically, I am a new kind of Original Content and Intellectual Property Strategist (OC and IP Strategist). In my work, I help creative people define and leverage their IP assets in the age of expanding marketplace demand seeking original content. The journey to developing compelling publishing materials begins with a vision and a cohesive IP strategy. The IP strategy and platform then serve as the "connective tissue" to link all the elements of the book writing process. The goal is to take that same content to other platforms beyond traditional publishing.

As you know, the concept of telling a story, nonfiction or fiction, is not limited to book writing and publishing. The demand for original content is exploding with a thirst for original content for all platforms from traditional book publishing to screenplay adaptations for films and movies. The rapid growth of "over-the-top" (OTT) (streaming content without an Internet distribution channel) media services is changing the market. Outlets such as Netflix, Amazon Prime, Hulu, and emerging giants such as Disney and Apple TV provide expanded opportunities for an author or content creator if they adopt new go-to-market strategies.

The old model of writing and publishing rested on a sequential model of first writing the book and then shopping it around, preparing a brand strategy, building a platform, and then going to market. My practice has grown out of the need to support creative geniuses with a whole innovative bundle of skills in this new content market.

I am an experienced branding strategist, entertainment lawyer, executive producer of original content, and intellectual property lawyer. Founded on keen knowledge of the IP and entertainment law legal framework, my expertise is in assisting creatives and content creators in seamlessly fusing these mission-critical skills in every aspect of their genius project from top to bottom.

*Raye Mitchell*

**Executive Producer and Intellectual Property Strategist**

Helping You Produce, Protect, and Tell Your Story to the Masses™