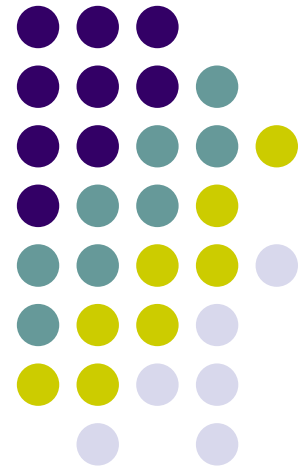
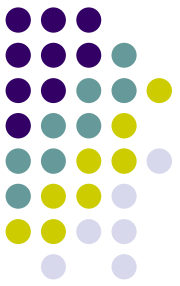


Intellectual Property Rights

MIS345: Topic#7

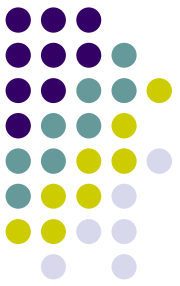


Intellectual Property



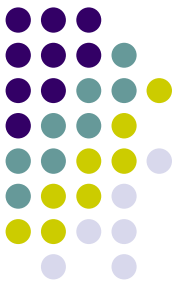
- Copyrights
- Trademarks and Domain Names
- Patents
- Trade Secrets
- Innovations
- Creativities
- Ideas

Copyrights



- **What is copyright?**
- Copyright is a legal term describing **rights given to creators** for their literary and artistic works.
- **What is covered by copyright?**
- The **kinds of works covered by copyright** include: literary works such as novels, poems, plays, reference works, newspapers and computer programs; databases; films, musical compositions, and choreography; artistic works such as paintings, drawings, photographs and sculpture; architecture; and advertisements, maps and technical drawings.

Trademarks



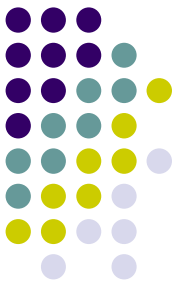
- **What is a trademark?**
- A trademark is a **distinctive sign** which identifies certain goods or services as those produced or provided by a specific person or enterprise. Its origin dates back to ancient times, when craftsmen reproduced their signatures, or "marks" on their artistic or utilitarian products. Over the years these marks evolved into today's system of trademark registration and protection. The system helps consumers identify and purchase a product or service because its nature and quality, indicated by its **unique** trademark, meets their needs.



Domain Names

- **What is a domain name?**
- A domain name is the address of a web site that is intended to be easily identifiable and easy to remember, such as *yahoo.com*, or *wipo.int*. These user-friendly addresses for websites help connect computers - and people - on the Internet. Because they are easy to remember and use, domain names have become business identifiers and, increasingly, even trademarks themselves, such as *amazon.com*. By using existing trademarks for domain names - *sony.com*, for example - businesses attract potential customers to their websites.

Patents



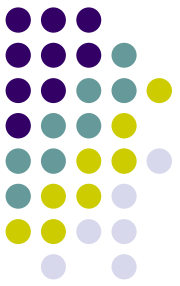
- **What is a patent?**
- A patent is an exclusive right granted for an **invention**, which is a **product** or a **process** that provides, in general, a new way of doing something, or offers a new technical solution to a problem. In order to be patentable, the invention must fulfill certain conditions (please see the answer to the question below "what kinds of inventions can be patented?").
- **What does a patent do?**
- A patent provides **protection** for the invention to the **owner** of the patent. The protection is granted for a limited period, generally 20 years.

Industrial Design

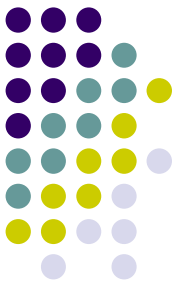


- **What is an industrial design?**
- An industrial design is the **ornamental or aesthetic** aspect of an article. The design may consist of three-dimensional features, such as the **shape or surface** of an article, or of two-dimensional features, such as **patterns, lines** or **color**.
- Industrial designs are applied to a wide variety of products of industry and handicraft: from technical and medical instruments to watches, jewelry, and other luxury items; from housewares and electrical appliances to vehicles and architectural structures; from textile designs to leisure goods.
- To be protected under most national laws, an industrial design must **appeal to the eye**. This means that an industrial design is primarily of an aesthetic nature, and does not protect any technical features of the article to which it is applied.

Emerging Issues



- **Emerging Issues in Intellectual Property**
- Intellectual property plays an important role in an increasingly broad range of areas, ranging from the Internet to health care to nearly all aspects of science and technology and literature and the arts. Understanding the role of intellectual property in these areas - many of them still emerging - often requires significant new research and study. In an effort to promote informed discussion of the intellectual property issues involved in these fields, WIPO regularly produces various explanatory publications on current issues of interest. A selection of the texts of these publications is available below.
- WIPO also occasionally commissions studies by various organizations or individuals on similar issues relating to intellectual property. The views expressed in these studies, also available below, are those of the authors, and do not necessarily represent the views of WIPO.



References

- World International Property Organization
<http://www.wipo.int>