Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing.

**Innovation is the implementation of a new or significantly improved product, service or process that creates value for business, government or society.**

Some people say creativity has nothing to do with innovation— that innovation is a discipline, implying that creativity is not. Well, I disagree. Creativity is also a discipline and a crucial part of the innovation equation. There is no innovation without creativity. The key metric in both creativity and innovation is value creation.

Creativity vs Innovation

Change is the basic law, that governs the entire nature. In this fast-paced world, technology is changing rapidly, i.e. nobody can assure you that the world is going to be same, five years later, as everything changes with the blink of an eye. So, if one wants to go along with the world, then the only requirement is to be creative and innovative. While **Creativity is related to ‘imagination’, but innovation is related to ‘implementation’**.

The primary difference between creativity and innovation is that the former refers to conceive a fresh idea or plan, whereas the latter implies initiating something new to the market, which is not introduced earlier. You can get a better understanding of the two topics, and their difference, with the help of given article.

Comparison Chart

| **BASIS FOR COMPARISON** | **CREATIVITY** | **INNOVATION** |
| --- | --- | --- |
| Meaning | Creativity is an act of creating new ideas, imaginations and possibilities. | Innovation is the introduction of something new and effective into the market. |
| Process | Imaginative | Productive |
| Quantifiable | No | Yes |
| Related to | Thinking something new | Introducing something new |
| Money Consumption | No | Yes |
| Risk | No | Yes |

Definition of Creativity

Creativity is the characteristic of a person to generate new ideas, alternatives, solutions, and possibilities in a unique and different way.

Creativity is the ability to conceive something unpredictable, original and unique. It must be expressive, exciting and imaginative. It is the mirror of how beautifully a person can think in any given circumstance.

It is not genetic but can be developed if someone keeps on learning and comprehending things with a rare and exclusive perception. Creativity is a brainstorming and mind-blogging activity in which a person has to think beyond his imagination for bringing something worthwhile. It is an activity of unveiling something which was previously hidden.

Definition of Innovation

Innovation is an act of application of new ideas to which creates some value for the business organization, government, and society as well. Better and smarter way of doing anything is innovation. It could be the introduction of:

* New technology.
* New product line or segment.
* A new method of production.
* An improvement in the existing product.

Innovation is closely tied to creativity i.e. putting creative ideas into action is an innovation, whose consequences should be positive. It is the process of doing something better for the first time, which was not previously done by any entity. It can also be termed as a change which can bring a new edge to the performance and productivity of the company. It is of two types i.e. evolutionary and revolutionary.

Key Differences Between Creativity and Innovation

The following are the major differences between Creativity and Innovation:

1. The quality of thinking new ideas and putting them into reality is creativity. The act of executing the creative ideas into practice is innovation.
2. Creativity is an imaginative process as opposed to innovation is a productive process.
3. Creativity can never be measured, but Innovation can be measured.
4. Creativity is related to the generation of ideas which are new and unique. Conversely, Innovation is related to introduce something better into the market.
5. Creativity does not require money. On the other hand, innovation requires money.
6. There is no risk involved in creativity, whereas the risk is always attached to innovation.

Patent

A patent is a right granted to an inventor by the federal government that permits the inventor to exclude others from making, selling or using the invention for a period of time. The patent system is designed to encourage inventions that are unique and useful to society. Congress was given the power to grant patents in the Constitution, and federal statutes and rules govern patents.

#### What is the Difference Between Copyright, Patent and Trademark?

Copyright, patent, and trademark are all different types of intellectual property (IP). Although the three types of IP are very different, people often confuse them.

**What’s Copyright?**

A copyright is a collection of rights automatically vested to you once you have created an original work. To understand how these rights can be used or licensed, it is helpful to analogize them to a bundle of sticks, where each stick represents a separate right vested to you as the owner. These rights include the right to reproduce the work, to prepare derivative works, to distribute copies, to perform the work publicly, and to display the work publicly.  
As the copyright owner, you have the authority to keep each “stick,” to transfer them individually to one or more people, or to transfer them collectively to one or more people. This can be accomplished through licensing, assigning, and other forms of transfers. The power of copyright allows you to choose the way your work is made available to the public.

**What’s Patent?**

The primary goal of the patent law is to encourage innovation and commercialization of technological advances. Patent law incentivizes inventors to publicly disclose their inventions in exchange for certain exclusive rights. A patent protects inventions. These inventions can include new and useful processes, machines, manufactures, compositions of matter as well as improvements to these. Certain computer programs may fall within the subject matter protected by both patents and copyrights. In this respect the patent system compliments copyright protection by providing protection for functional aspects of the software, which are not protected by copyright. Unlike with copyright protection, to get patent protection one must first apply for and be granted a patent from the [**U.S. Patent and Trademark Office**](https://www.uspto.gov/) (USPTO). Unlike the copyright registration process, the patent application process is expensive, complex, difficult, and time consuming and generally should not be attempted without the assistance of an experienced patent attorney or agent.

**What’s Trademark?**

According to the USPTO, “a trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others. A service mark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of a service rather than goods. Examples include brand names, slogans, and logos. (The term “trademark” is often used in a general sense to refer to both trademarks and service marks.)” Similar to copyright, a person does not need not register a trademark or service mark to receive protection rights, but there are certain legal benefits to registering the mark with the USPTO. There is rarely an overlap between trademark and copyright law but it can happen — for instance, when a graphic illustration is used as a logo the design may be protected both under copyright and trademark.