The Most Common Types of Intellectual Property Rights (IPR)

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| **Type of IPR** | **What can be protected** | **Typical examples** |
| **Patent** | Inventions – Technical solutions to a problem | Technology, process, solution, composition, system, device, compound, method, etc. |
| **Design** | The appearance of a product or part of a product | Product design, packaging design, etc. |
| **Trademark** | A distinctive symbol or mark for a product or service | Words, figures, letters/digits, personal names, slogans, or sound that is unique for your business or product/service |
| **Copyright** | (Artistic) Creations/Works such as music, film, text, images, source code, etc. | Algorithm, instruction, script, routine, guideline, procedure, manual, spreadsheet, insights, correlation, analysis, model, theory, framework, scheme, dependency, simulation, design, graph, sketch, diagram, illustration, drawing, story, interview, compilation, case study, music, artwork, article, literature, play, painting, software code, etc.  When it is documented in some format |
| **Database protection (a special form of copyright)** | Databases - Structured/indexed set of data, often with possibility to search, do calculations, etc. | Data from your own operations, data from experiments/studies/etc., user generated data, customer/user information, etc. |
| **Trade secret** | Information concerning your business and/or operations which the company is keeping secret, and whose disclosure would be likely to result in competitive disadvantage | Everything in the categories “Patent”, “Copyright”, and “Database” can also be kept as trade secrets if relevant |
| **Digital registrations** | Unique registrations of names etc. online | Domains, domain names, social media accounts, company name registrations, etc. |

*Sources for the table: the book “Forskning och nytta” (p. 310) by Prof. Ulf Petrusson, and information from www.prv.se*