

# Intellectual Property

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# Outline

- Intellectual Properties
  - Copyright
  - Patent
  - Design
  - Trademark
  - Trade-secrets

# Intellectual Properties

- Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

# Intellectual property Rights (IPR)

- IPR are like any other property rights.
- IPR allow creators, or owners of IP works to benefit from their work or creation or investment in them.
- It provides for the right to benefit from the protection of moral and material interests resulting from the authorship of scientific, literary or artistic productions.

# IPR: Why?

- To motivate create and invent new works in the area of culture and technology
- To encourage the commitment of additional resources for further innovation
- To spur economic growth by creating new jobs and industries and enhance the quality and enjoyment of life

# Copyright

- Copyright is a legal term used to describe the rights that creators have over their literary and artistic works.
- Works covered by copyright range from books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings.

# Patent

- A patent is an exclusive right granted for an invention.
- A patent provides the patent owner with the right to decide how - or whether - the invention can be used by others.
- In exchange for this right, the patent owner makes technical information about the invention publicly available in the published patent document.

# Design

- An industrial design commonly called design constitutes the ornamental or aesthetic aspect of an article.
- A 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.
- It is applied to industrial and handicraft goods.



# Trademark

- A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises.
- Trademarks date back to ancient times when craftsmen used to put their signature or "mark" on their products.

# Trade-secrets

- A trade secret is a formula, practice, process, design, instrument, pattern, or compilation of information which is not generally known or reasonably ascertainable, by which a business can obtain an economic advantage over competitors or customers.

# Geographical Indications

- Geographical indications and appellations of origin are signs used on goods that have a specific geographical origin and possess qualities, a reputation or characteristics that are essentially attributable to that place of origin.
- Most commonly, a geographical indication includes the name of the place of origin of the goods.
- It helps consumer to confirm the area of origin of the product being used.

# Trade dress

- Trade dress is a legal term of art that generally refers to characteristics of the visual appearance of a product or its packaging (or even the design of a building) that signify the source of the product to consumers

# Plant Varieties

- Plant breeders' rights or plant variety rights are the rights to commercially use a new variety of a plant.
- The variety must amongst others be novel and distinct and for registration the evaluation of propagating material of the variety is examined