

### Task3A: Intellectual Rights

- intellectual property (IP)

The term describes works of art, including designs, inventions, and digital goods like software. Businesses typically utilize Digital Rights Management (DRM) to protect these digital assets. DRM technology limits and regulates the distribution, sharing, and access of digital content. DRM shields IP-protected content against illegal copying, distribution, and alteration by encrypting the content or integrating control mechanisms. DRM regulates access to a digital environment to enforce ownership rights, while IP law protects those rights.

Apple and Microsoft make significant investments in intellectual property.

Source: Apple's Intellectual Property

- copyright

Copyright is a legal system that grants creators exclusive rights over the use and distribution of their original works, including books, music, films, and digital media. Watermarks are frequently used in digital assets to strengthen this protection. A watermark is a visible or invisible mark that indicates who owns the copyrighted work on an image, video, or document. By guaranteeing that the material's origin can be tracked, it deters illicit use.

While the watermark acts as a technological barrier to prevent unlawful copying by making it obvious who owns the material, copyright law formally enforces ownership. Disney, for example, is the owner of copyright of its films and characters, meaning that use or duplication is prohibited without authorization.

Source: WIPO Disney Case Study

- patent

A patent grants the owner of the invention the only authority to make, use, and market the patented good or service for a period of 20 years. Software Protection Dongles are employed in conjunction with patents in the software sector to guarantee that only authorized users are able to access patented software. To execute the software, a dongle is a physical hardware key that needs to be attached to a computer. It serves as an extra security measure to stop unauthorized use. The dongle serves as a technical barrier to guarantee that only authorized users may access the goods, even while the patent protects the idea legally. Autodesk uses dongles for its AutoCAD software.

Source: Autodesk Software Dongles

- trademark

A trademark is an identifiable mark that serves as a means of identifying and differentiating the source of a good or service. Software licenses are contracts that specify the uses, distribution, and modification rights of software. Businesses can safeguard their brand identification (trademark) and manage software product usage (licensing) by combining the two.

While the license governs the conditions under which customers can access and use the program, the trademark stops unauthorized parties from utilizing the company's name or emblem to promote comparable goods. Adobe protects its Creative Cloud software suite (Photoshop, Illustrator, etc.) through both trademark and software licenses

Source: Adobe Legal and Licensing Information

- Non-Disclosure Agreements (NDAs)

Legal contracts known as non-disclosure agreements (NDAs) between two parties forbid the revealing of private information, such as trade secrets or product ideas. NDAs can be used in conjunction with digital rights management (DRM) to restrict access to digital copies of sensitive data. DRM limits access to digital content, preventing unauthorized individuals without the necessary authorizations from seeing or sharing it.

Information leakers have legal repercussions under the NDA, and DRM provides a technical measure to make sure that digital data is difficult to distribute or duplicate. Apple uses NDAs to protect the confidentiality of its product development process.

Source: Apple NDAs and Confidentiality