

Intellectual property issues.

Intellectual property is a unique product or idea of an individual or an organization with a commercial value.

Since the pace of invention, innovation and competition in the creation of a website has accelerated, the need to protect intellectual property has become important.

The terms used for intellectual property are

- 1) Trade secret
- 2) Copyright
- 3) Trademark
- 4) Licensing
- 5) Infringement
- 6) Plagiarism

Trade secret

This is an intellectual property that should remain confidential for an organization to maintain growth and development.

Examples of trade secrets are
 proprietary code
 business plans
 sales contacts.

2 Copyright

Copyright is an exclusive legal right granted by the government to an author.

A Copyright ensures that only the person who owns the copyright has the rights to publish or distribute material and control its distribution.

3 trademarks

a trademark is a sign or symbol that enables an organization to distinguish its goods and services from another organization by official registration with the government.

The different types of trademarks are logos, phrases and company names.

4 Licensing

This is a conceptual agreement that grants permission to use intellectual property in return for specified royalty or payments.

The copyright holder dictates the terms.

5. Infringement

This is a violation of intellectual property rights. Copyright and trademark infringement are punishable crimes.

An infringement claim against you can result in payment of damages.

6. Plagiarism

This is the unethical practice of using ideas, images, or expressions of others and claiming them as their own.

Severe penalties, such as loss of employment, corporate lawsuits and financial penalties, are attached to plagiarism.

* Expiration

A trademark or copyright is a legal registration that expires after a certain time span. Therefore it is necessary to renew the registration and manage the intellectual property that has a trademark or copyright.

These concepts, if not followed, can result in dismissal or legal action against your organization.

* Some ethical issues related to copyright trademarks and plagiarism need to be considered to ensure that other rights are not violated.

You are not permitted to copy the code of a website without the owner's permission.

However, you can create new code that provides a similar look to the original website.

* You cannot borrow a significant percentage of code from a site, as it violates the owner's copyright.

However, the owner of a copyright may permit others to use the copyright information in exchange for payment.

* You are not permitted to borrow images, text, logos, scripts, applications, or code because all elements of a web site are copyrighted.

In order to use any of these elements, you need the permission of the web site owner.

- * You cannot have a link on your website that connects to another website without permission. This is because it indicates that two websites share a business relationship. You cannot copy or translate the content of another web site without seeking explicit permission.
- * The measures to counter copyright and trademark infringement and plagiarism include viewing web sites for originality, conducting regular content reviews, and obtaining express and written consent for any material used. In addition, reasonable deadlines should be created and a Non Disclosure Agreement (NDA) should be signed before outsourcing work to other organizations.
- * Reviewing web site content for originality includes independently reviewing code, images and text. Reviewing independently means selecting a person who is not a member of the site development team, and who will diligently point out all infringement issues.
- * Conducting regular content reviews motivates the development team to change and adopt new practices. It avoids major problems at the end, when the project nears its deadline.

- * Obtaining express and written consent for any material used ensures that the content is stored properly for retrieval at a later stage.

A legal action can be taken if you borrow the work of others for your own site

- * Creating reasonable deadlines helps ensure that deadline pressure does not motivate a person to copy content in order to cope with work pressure

- * Signing an NDA, in consultation with a legal advisor before outsourcing, also helps counter copyright, trademark and plagiarism issues.

Outsourcing is the process of subcontracting network services to an organization outside your company. In outsourcing, the internal team manages the project and the outsourced team performs tasks that the internal team is unable to complete

- * In outsourcing, it is important to consider an NDA and a legal consultation. An NDA is a contract signed by both parties to ensure that they will not reveal any trade secrets or intellectual property to others. A legal consultation is required before signing any documents and NDAs

- * An NDA safeguards the IP, such as ideas, concepts, specific plans, code and written documents from unauthorized use by contractors or partners who are allowed to access it

- * An NDA specifies severe penalties in the event of a violation of the agreement. One of the disadvantages of an NDA is that if several individuals get involved in creating an NDA, the timeline required to complete a project can be delayed.
 - * The need to consult with the legal team while creating NDAs arises if you decide to use a marketing campaign, trademark or copyrighted material that is similar to those of another company. You can also consult with the legal team if you need to check possible infringements of your company's IP by other companies.
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