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CHAPTER

INTELLECTUAL PROPERTY

- ① Property (which is our ownership)
(Physical thing) (Worth in Market)
- ② Intellectual (Creativity, Ideas,
Unique thoughts) (jus)
- ③ Thought in physical form.
(Intel, Patent (20 years right))
- ④ Tangible (Physical form, touchable)
Intangible (Thoughts, ideas) (Not physical
(Intellectual Property). existence).

① Definition:

- ① Product of human intellect
- ② Intangible
- ③ Has some value(worth) in
the market place.

- ④ Human Imagination, creativity and innovations (Intellectual Property).
- ⑤ Physical Assets important for business (for start and to end). Now companies are also focusing on intellectual property.

* Criteria:

① Competitive Advantage
(Has some property that other lacks).

* Types:

① Copyrights ② Patent

③ Trademarks ④ State Secrets

(Criteria of different things matter).

⑥ Patent: Right given by government to inventor that no one can make, sell, use and improve the product. (Intel chip)

(i) Useful (ii) Novel (Nothing present before) (iii) Not Obvious

 (iv) Industrial Application

→ Types of Patents:

① Utility ② Design
 ③ Plant

→ Business Patent Method:

- Special type of utility patent
- NETFLIX (Movies at mailing address in start and then return back).
- Amazon, eBAY (Books seller in start) (One-click system of order) (Multiple items)
- Name, word, symbol, design that is used to identify a product or service. (TM)

○ Trademarks:

Name, word, symbol, design that is used to identify or distinguish product or service from others.

→ Cisco Systems (Networking or Signals).
(Name, symbol, slogan)

→ Type of TM:

(i) Trademark

(ii) Service mark

(iii) Collective mark (Association mark represented in world.)

(iv) Certification mark

(Organization will be given Certification by authority)
(ISO-9000)

: Remaining
study by
yourself
about TM.

① Copyrights:

Legal right to author work that he determine how to use his work and provide effective work. ① How the work is to be used. ② How to obtain economic benefits.

① Literary work

② Musical ③ Computer

④ Choriographer. ⑤ Dramatic

→ Ideas are not copyrighted

but expressions can be copyrighted

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① Franchise:

Use name of company and pay w.r.t it. If the main office exists then not franchise.

→ Without setting up new business we use well-knowned institute name and pay some wage.

(*) International Franchise Organization (IFO).

(*) Lion roar (Tom and Jerry) (Metro Goldwyn Mayer)

(*) Trademarks (colour, symbol, word etc...). Not trademarks (immoral symbol, common words, surname).

(*) Artistic nature works cannot be copyrighted. Sales, Brochure designed by someone can be taken copyright of it.

(*) Trade Secrets:

(Business) (something confidential)

Company responsibility

to keep confidential information.

(Google algorithm, Coke Formula, List tree mouthwash) (Formula, Algorithm and other details). (It gives competitive advantage).

→ Any formula, any idea, any process, any information which provide competitive advantage to owner.

* Traditional forecast (Past years data gives information or figure for future).

* Logs of sales call (Telecom company) (Conversion for customer towards more sale).

* Proprietary Information (Business).

* Qualities of Trade Secrets:

(i) Within company.

(ii) Not easily reversed or duplicated.

* www.ipo.gov.pk

* page #120:

→ Copyright Law rights:

① Copy of work (Reproducing some thing)

② Issue copies to the public

③ Rent or lend the work to the public

④ Perform, play or show the work in public

⑤ Broadcast the work.
(acquire)(change)

⑥ Make an adaptation of the work.

* Copyright work:

① Original literary ② sound

③ typographical arrangement.

(*) 6.2.2 Owner of copyright:

- (i) Author of sound recording is producer
- (ii) Author of film is producer
- (iii) Broadcast
- (iv) Cable programme service provider.
- (v) Typographical publisher.

(*) Duration of copyright:

- (i) Literary → 70 years
Computerized work → 50 years
- (ii) Sound recordings → 50 years
- (iii) Copyrights of films → 70 years.
- (iv) Broadcast or cable programme → 50 years
- (v) Typographic work → 25 years.

(*) Time Management Activities

- (1) Any 10 activities
- (2) 3 priority
- (3) Stop doing or Limit it.

- Techniques
- (i) (1) To-do List
 - (ii) Time blocking

iii) Weekly overview

(i) Batch days

* 6.3.4 Home taping:

pymis8 Method of storing.

* 6.12.1, 6.12.2 till 6.12.5

(Reading) 6.3.4 till 6.3.7

* Quiz on thursday

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* At the end of the calendar

years (Jan - Dec) in which author

① ^(duration) clips

* Literary, musical artistic (70 years)
in case of computer generated
50 years.

② * Sound recordings → 50 years

③ * Film → (principal director,
producer, author of screen play
+ dialogue, compose of music) (70 years)

④ * Broadcast (50 years)

⑤ * Published Edition (25 years)

• Owners of copyright.

→ Not Patentable?

○ Scientific theory (true experiment and observations) but any machine invented using theory can be patented.

○ Mathematical method

○ A literary, dramatic, musical or artistic.

○ The presentation of information -

○ A Scheme, rule or method.

* # Quiz (Copyright + Slides + Not today content) on Thursday.

* # Assignment Individual (Not time limit but before exam).

* # Any two trait professional are important (Assignment, Effect on ourself or on society) (Life example, values important for us).

○ Judgemental

* To be judged or judge other peoples.

CHAPTER - 5

COMPUTER CONTRACTS

④ Contract (Legal agreement between two or more parties) (Legal document) (To meet claim of involved parties)

(i) Set out agreement

(ii) Set out aims

* If contracts are too harsh or unfair then it can be solved according to rules.

* Shipment damage, recovered by insurance.

* In-order to avoid disputes:

(i) Terms clarity

(ii) Method clarity

(iii) Terminating clarity

* Concise (To the point), consistent/regular and clear.

* Penalty clauses.

① Introductory section, Terms and conditions:

① What is to be produced?

(Requirement classification of client)

(Main authority is of company)

(Complete, consistent and accurate requirements)

② What is to be delivered?

(Eg: DB, business, website)

(Other than the product, other things also be included)

(Source code and its command file)

(Documentation, Manuals)

③ Ownership of rights?

(Define that client has rights or company of makers has ownership rights).

④ Confidentiality (Keep the data private)

⑤ Payment Terms:

(Not due date payment, then company has rights to terminate and further charge).

(start 15% and 65% during project and 10% deliver and 10% for guarantee)

⑥ Calculating payments

(Clients delays side).

⑦ Penalty Clause:

(supplier side delays)

(Normally supplier are not fined because:

(i) Not take clients like this

(ii) Bid Increase

(iii) Client gives more time).

⑧ Assignment (Company and its code of ethics) on Thursday

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* * Quiz on Thursday

* * Code of conduct of company

(Discussion) on Next Tuesday. (Assignment #1)

(Maybe Quiz in next week also).

(Friday Makeup or maybe next week).

⑨ Standards of methods of working:

If client accepts supplier method otherwise client method must be included in contract for clarifications.

④ Progress Meetings: Work in progress, calculating the extent of work and its precision.
→ Minutes (Highlight points) (Record maintained (DULY approved of minutes)).

⑤ Project Managers: Both parties know team of each other. Project obligations and changes authority.

⑥ Acceptance Procedure: Test to check the criteria of successful working.

⑦ Warranty and Maintenance: (Fault to repair in time period) (Evolution of system)
Claim within 90 days is free of charge. Further maintenance (criteria started within same or other company).

⑧ Indemnity: Maybe of client or supplier mistake, violation of intellectual property

causes the charges to pay.

(*) Termination of the contracts

Reasons:

- (i) Other company approaches client.
- (ii) Client company policies change

(*) Arbitration:

Other than contract some disputes occurs and third party resolve the disputes of two parties.

(*) Inflation:

- (i) Country currency (^{low} Not benefit to supplier)
→ Revaluation done for compensation

(*) Applicable Law:

In contract, both parties decide under which law it is to be interpreted.

→ Other Software Services Contract:

(*) Contract Hire:

Supplier provide competent staff to the client and has responsibility of them.

: Contract-hire
(for short duration work)

* Computer misue
and : Contingency
(Next Criminal Law Chapter) (Activity) (Other way)

→ Client direction work, Payment on daily-basis work.

④ Time and materials:

Charge on base of time and work.

→ On base of fixed price contract, but payment method is different.

→ Profit more for supplier and client also saves his cost by paying on daily basis.

⑤ Consultancy contracts :

(Expert of field)

Client company

Hires to check the work or give suggestion by professional of field.

→ Visits and provide document.

→ Fixed price of consultant.

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CHAPTER #11

⑥ Involved in criminal activity, some laws will be applied against it.

→ Commercial companies collects data of his customers. Government data banks, financial institutions

* Categories of misuse:

(i) Computer fraud

(ii) Unauthorized obtaining information from a computer.

(iii) Unauthorized alteration

(iv) Denying access to user (temporary or permanent)

(v) Unauthorized removal of information

→ Computer fraud:

Access property, money or valuable things of others in order of fraud.

(i) Input fraud ^(entering false data)

(ii) Output fraud ^(Displaying incorrect info)

(iii) Program frauds

* Salami-slicing ^(Deducting negligible amount from bank)

:ghost

school
(Physical existence)
school notes
property

* Computer Hacking:

→ In start no punishment

→ After it, hacker will

be charged on electricity

theft (Not a proper way).

- ④ Eavesdropping (Watch, listen or research about someone without knowing them.)
- ⑤ Borrowing is not a theft act. Permanent taking of thing is theft.
- ⑥ Criminal Damage:
Person commits: Disgruntled (jealous)
destroy or damage intentionally or recklessly. Damage to physical property.
- ⑦ Unauthorized removal of information stored on a computer.

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① PSO Code of Conduct:

→ Introduction:

- Leading oil marketing company
- Playing crucial role in country's energy sector.
- Upholding highest standards of professionalism, integrity and ethical behavior.

① Part 1: Attendance, work Quality, and Safety.

→ Attendance and Punctuality:

- Arrive on time consistently.
- Ensure regular attendance and obtain permission for absences.

→ Work Quality and Conduct:

- Perform duties with care and excellence
- Focused and active during work hours.
- Use office time productively for work-related tasks.

→ Safety and Environment:

- Adhere to smoking regulations at all PSO locations and offices.
- Follow safety regulations, HSE standards and policies.
- Handle company property with care and avoid any negligence.

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① Parties:

Cox Vs Riley

Year: 1993

- Employee erased program from a plastic circuit card.
 - Charged of Criminal Damage.
 - Criminal Damage: A person commits criminal damage if he intentionally destroys or damages property belongings to other.
 - Issue: Erasing program from a printed circuit card constitute damage to property.
 - Property: "Property of tangible nature"
 - Emphasis: Damage to physical property card.
- ② Canadian Issue (According to verdict, the Canadian were given punishment)

Ø Denying access to an authorized User:

- Canadian Case
- Re Turner
- Year : 1984
- Defendants: Canada.
- Crime: Accessed a data bank in America by telephone 10 and half hours extracting and encoding programs.
- American companies could not access their data (key to code).
- Charged with: mischief.
- Mischief: wilfully obstructs, interrupts or interferes with any person in the lawful use, or enjoyment or operation of property
- Judge: There was no need for damage to physical property and criminal code, interfere with enjoyment was sufficient.

* Requisite (Before, w.r.t) . (11.6.2)

* Online assignment on mail

* Syllabus:

○ Chapter 11: Slides, pg # 265 (^{Main})
(pg # 267) (Kuwait Bank Example) (categories, computer fraud)

→ obtaining unauthorized access

to computer, computer hacking

→ Eavesdropping (only definition).

→ Use of computer for personal benefit (271 page till 3 lines).

→ Alteration and Destruction
(Criminal Damage Cases)

→ Modification (Complete)

: (Cheque, (Financial instrument)
(Change information)) → Forgery

: cases (Theft, etc...) → Denying access (Canadian case)

→ Removal of information (cases)
_{3rd para}

○ Computer Contracts:

→ Purpose, slides study.

→ Pg # 104 (20 points) (Not included
relation of license)

→ * Payment Terms, 5.11.1 (Further)
all

○ Anatomy of Software House:

→ pg # 96 (Cost and Revenue and
Sales, Management)

④ Intellectual Property:

→ All slides, 6 Exclusive rights (pg #128), Fixation, Owns copyright (bullet points), Duration of copyright, Infringement (primary), Home taping (just concept), Adaptation, Not patentable (pg #159), can apply for patent

✳ ACM code of conduct, BCS (can be given by Marham)

⑤ ACM:

- Achieve Excellence in work
- Follow professional knowledge for competence.
- Duty to follow law until the work is morally wrong.
- Professional Review.
 - (Analysis and recommendations)
- Contract and agreement honour.
- Public Understanding.

✳ Points 1-3 (6 parts) (Only have concept of it).