

Business Authorities Issues

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When it comes time to create a company that will include business plans and visions, we need to consider some Legal, Ethical, Social, Professional issues.

Each of the discussed topics below cover all possible fields as described above.

The Problem

Summary of 4 Types of Intellectual property (IP)

1. **Trademark:** A unique symbol/logo of a Business that creates a protective umbrella of services not only as an artistic approach but all the IP (intellectual property) included as well, typically any kind of asset that corresponds to the Umbrella of services e.g. From Slogans, logos, brand To Physical or non-physical business assets like prototypes, patterns, ideas. It's a mix of both worlds included Copyright but the downside is you got to run business company to get it and not just a project. Unlike Copyright protection which doesn't require that you actively use the copyrighted main work instead your copyright remains intact for the entire duration of the expressed copyrighted actively period. Trademarks, on the other hand need to be actively used or you risk losing them. If you don't actively use your trademark within any a period of time typically 5, such as on brand packaging of creations or in marketing materials as front stand, it can be challenged as inactive and removed from the trademark database and law register.
2. **Copyrights:** Unlike Trademark is more flexible for anyone that has created any kind of actual work either physical or non- physical e.g. It covers all unique creative work such as designs, graphics, software, video or any in general context data including photography and film and audio recordings. Importantly copyright covers the expression of an idea, rather than the idea itself and both exist to the level of the protection to your intellectual property. They are also used to protect different types of assets and they work in different ways plus they offer different levels of protection and they are territorial meaning different countries have different laws of the actual implementation themselves. In addition, usually they expire and you need somehow to register your creation or prove it with a date that it's yours if it's a song I could be just as simple as uploading a video to YouTube, the total max life is usually 70 years after the death of the creator and after that is assigned to public domain for free to use. Copyright can be sold or assigned to others, and usually work created by employees is owned by the business themselves. People and businesses can use, modify and sell work that is in the public domain without having to seek permission. Moreover, Copyrights is a subset of IP (more to an idea).

3. **Patent:** Compared to Copyrighted asset protection this is the same more or less but slightly different in a way that is actually more physical. From utility e.g., machines, manufactures, composition of matter to ornamentals designs and biological/plant patents. In some cases, overlaps with copyright.
4. **Trade Secret:** unlike Patent protects new and useful invention whereas trade secret involves protecting valuable and secret information but the underlying purpose of trade secret and patent laws is the same, to help inventors and owners protect their intellectual property. The difference with Patent is when is granted the invention becomes public but this is not the case in trade secret as it remains secret. In any case trade secret is totally informal. Is like disclosure vs secrecy. What to choose between the patent and trade-secret solely depends on the company or inventor or depends on what type of invention is being to be protected.

All of the above can also have a special meaning or a message to pass as their existence or and an idea to represent of their category.

The Business Solution

When it comes picking up Design patterns for solutions and logo brands first you must have clarified what to choose carefully based on different scenarios compared to idea.

Areas to check in Trademark:

1. Keep it Simple
2. Dare to be different
3. Representee Umbrella
4. Message to Pass
5. Relativity
6. Register

Areas to check in Pattern:

1. Secure Pattern ideas
2. New and Unique
3. Register
4. Documentation
5. Influence market share

Areas to check in Trade Secret:

1. Privacy on private Patterns
2. NDA (non-disclosure agreement)
3. Influence market share

A business must represent and influence the market share (Create value for the customer, make it unique a good slogan.) in order to create a trend. Create an “audience” e.g., Facebook trend not only is applicable and a “must” in our day life’s is also the main platform that data mines the “entire” audience by that way you can create new technologies based on customer opinions or guide them to a decision. Which is a positive thing. More data to gather, the more knowledge to gain more forward to go. Keep in mind that with all this “push forward” model there is an extreme pressure but at the same time “Time” is our competitor so we have to keep improving as fast as possible.

Privacy and Policy of web site

- 1) Cookie Agreement (terms & conditions)
- 2) Malicious code that trespasses the standards
- 3) About Us
- 4) Terms and Conditions
- 5) Privacy Policy (GDPR, CCPA)
- 6) Disclaimer
- 7) Contact Us

A web site MUST in our case CineSocial must include the above listed hyper-links that describes every detailed term and policy for the organization/site you are visiting.

In the days for a business construction things have become complex. There are big profits and risks which many are not willing to follow the right rules. Profit above all is the Slogan unofficially from the public. There must be Responsibility in order to make proper and proportionate progress without bad ethics, taking into account only the profit and benefit of the economy. Responsibility for the actions will also characterize how correctly a decision was made with the corresponding consequences that may have had positive or negative results. Clearly with the right ethics there will be no big problem.

Another important part is the protection of personal data as their extraction can be done without consent and the information takes into account things that the consumer might not want to share and no one asked. There are 2 major umbrella organizations on this part of the GDPR & CCPA that differ in terms of copyright legislation.

In order to create a cinema business, for example, all of the above should be taken into account as we will need to pay extensive and detailed attention to the choice of brand name & logo and not be similar as well as be representative depending on the case of our organization. The films that will be screened must be legal with the permission of the beneficiaries and not pirated which will lead to irresponsibility and bad morals in the flow of revenue from a personal point of view. OnDemand service will be able to

operate both the business and the selection and evaluation of the movies where they watched in this way.