

Ders 2

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Öğretmen İsmi

A. Kısım

↓
patent database

IPR (Intellectual Property Rights - Review)

If we don't protect the IPR people will stop to produce.
If I invest to create something and everybody can copy it easily there is no need to produce something new.

One IPR is not equal to one product. The product may have more than one IPR (generally more than one).

If I want to create something either I have to license it or get a license from the owner of the creator in order to create it. If not careful the owner of that product may block you.
In short if I need to use others IPR I need to be careful and get the permission to create it.

IPR

- patent portfolio → if we buy the company we also get it.
- (license portfolio)
- For companies it is important to have lots of licenses.
 ↳ because
- prevent others from making it
- use as a bargaining chip → offer cross license (use mine I use yours)
- license out - license in → in general it not a license to give than other agreements can be done in order to get that license.

↓
Owner (license to other individuals)

License Agreement

IPR → may be embedded in the product or it is direct.
In order to use it mostly we need to pay for it.

- There are also free licenses but again we need to agree with their boundaries.

IP Rights

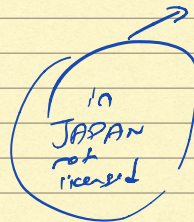
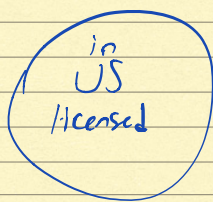
see slide 6.

Rights on Literary and
Artistic Works

Industrial Property Rights

Patents

I have a product



locally they can take it
and create locally

• Copyright → exists throughout in the work automatically

• Registered designs → 2D, 3D can be done. Registration needed
↳ the exterior design if a functional one
then it can be protected under patent

if no registration

still protected

but weaker

Common Features of IPRs → see slide 11

→ Abstract nature (Soyuz nitellik)

(e.g. when I buy a phone I don't buy the licenses too.)

(e.g. paying for Spotify's subscription is only for the individual,
If I have a coffee shop playing the music from my individual
account for people it's illegal)

• Buying something doesn't mean I bought the IPRs

→ Novelty

• It needs to be new, throughout the world.

(e.g. seeing a product in US and bringing it to UK)

Right to Exclude

• If my IPR infringes others IPRs, I cannot make
that product even if I own that IPR.

• The rights may be prevented:

◦ Manufacture

◦ Sale

◦ Importation

◦ Use

◦ Possession

• If I have used it for example for 2 years and
someone doesn't want it, I may pay compensation.

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The other IPR owner infringed from the IPR