1. **Patents**

Patents protect inventions for a limited period of time, typically 20 years from the filing date. Inventions can be anything from a new mechanical device to a new chemical compound to a new software program. To get a patent, the invention must be new, non-obvious, and useful.

**Benefits**

Exclusive Rights

Competitive Advantage

Increased Revenue

Enhanced Credibility

Attract Investment

**Eligibility**

Novelty

None-obviousness

Industrial applicability

**Examples**

|  |  |
| --- | --- |
| Coca-colas Unique Bottle Shape | Coca Cola Bottle Vector at GetDrawings | Free download |
| CRISPR-Cas9 Gene Editing Technology | The Case Against CRISPR Gene Editing, Part I | by Nita Jain | Medical ... |
| Tesla’s Autopilot System | Tesla announces Autopilot 8.0 update, radar & camera optimised ... |
| Apple Face ID Technology | Apple patents the next-generation Face ID technology - Gizchina.com |
| IBM’s Quantum Computing Patents | Quantum computing research helps IBM win top spot in patent race - CNET |

1. **Trademarks**

Trademarks protect words, phrases, symbols, or designs that identify and distinguish the source of goods or services. Trademarks can be registered with the government, which gives the owner the exclusive right to use the trademark in commerce.

**Benefits**

Brand identity and recognition

Protection against infringement

Competitive advantage

Increased value

Marketing and Advertising

**Eligibility**

Distinctive

Non-functional

Lawful

**Term of Protection**

A registered trademark is initially protected for a period of 10 years in most countries, including the Philippines. However, this protection can be indefinitely renewed for additional 10-year periods as long as the mark is still in use and meets the renewal requirements.

**Examples**

|  |  |
| --- | --- |
| Nike Swoosh | The Story Of The Nike Swoosh Logo - Logo Design Magazine |
| Apple Logo | Apple : China’s Most Desirable Luxury Brand |
| McDonalds Golden Arch | There's A Subliminal Message Behind McDonald's Golden Arches | HuffPost |
| Starbucks Mermaid Logo | Fight Over Starbucks Mermaid Logo Revived in Europe |
| Adidas Three Stripes | 50 Things You Didn’t Know About adidas | Complex |

1. **Copyrights**

Copyrights protect original works of authorship, such as literary, dramatic, musical, and artistic works. Copyrights give the owner the exclusive right to reproduce, distribute, perform, display, or adapt the copyrighted work. Copyrights last for the life of the author plus 70 years in the United States.

**Benefits**

Financial Reward

Control and Recognition

Preservation and Cultural Impact

Market Advantage

**Eligibility**

Literary works (books, poems, articles, etc.)

Musical works (songs, compositions, recordings, etc.)

Dramatic works (plays, scripts, films, etc.)

Artistic works (paintings, sculptures, photographs, etc.)

Architectural works

Sound recordings

Computer programs and databases

**Term of Protection**

Life of the author plus 70 years for works created after January 1, 1978.

95 years from publication or 120 years from creation, whichever is shorter for works created before January 1, 1978.

**Examples**

"Harry Potter" series by J.K. Rowling (Literary Work)

"Imagine" by John Lennon (Musical Composition)

"Starry Night" by Vincent van Gogh (Artistic Work)

"The Shawshank Redemption" (Film)

Microsoft Windows (Software Program)

1. **Trade Secrets**

Trade secrets are confidential information that gives a business a competitive advantage. Trade secrets can be anything from a secret recipe to a manufacturing process to a customer list. Trade secrets are not protected by registration, but they are protected by law from being misappropriated by others.

**Benefits**

Confidentiality

No Registration Requirement

Longer Duration

Flexibility

No Disclosure Requirement

**Eligibility**

Secrecy

Economic Value

Reasonable Efforts

**Term of Protection**

Potentially indefinite, as long as the information remains confidential and reasonable steps are taken to maintain its secrecy.

**Examples**

Coca-Cola Recipe

Google Search Algorithm

KFC's Original Recipe

WD-40 Formula

Customer Lists and Marketing Strategies

1. **Industrial Designs**

Industrial designs protect the ornamental or aesthetic aspects of a product. Industrial designs can be registered with the government, which gives the owner the exclusive right to make, use, sell, or import the product. Industrial designs typically last for 10 or 15 years.

**Benefits**

Protection of Aesthetic Features

Market Differentiation

Competitive Edge

Brand Recognition

Revenue Generation

**Eligibility**

Novelty

Originality

Industrial Applicability

**Examples**

Apple iPhone Design

Alessi Juicy Salif Citrus Juicer

Herman Miller Eames Lounge Chair

Dyson Bladeless Fan

Coca-Cola Contour Bottle Design