

## Ethics Assignment #10: Intellectual Property (IP)

**Due: Tuesday, 11.1.22, by 1:00 pm**

### Background

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A number of you might invent something you'll want to patent someday. The lecture on Tuesday will cover intellectual property. The objective of the lecture and this assignment is to give you a basic background on IP in the U.S.

### Learning Goals

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By the end of the lecture, you will:

- understand the basics of copyright law in the U.S.
- understand the basics of patent law in the U.S.
- know the difference between trademarks and trade secrets

### Assignment

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1. Read the article at [www.upcounsel.com/how-long-does-a-patent-last](http://www.upcounsel.com/how-long-does-a-patent-last) (6-minute read), and provide short answers to the following questions:
  - a. How long does a patent last?
  - b. Why might you want to file for a provisional patent?
  - c. Yahoo! Search Marketing was granted a patent (US 6269361) for pay-per-click search engine advertising in which an advertiser pays a webpage owner when a user clicks on their ad. Do you think the patent was justified? Briefly explain.
2. Construct an argument in standard form, i.e., with premises and a conclusion, for why copyrighting software is either morally acceptable or morally unacceptable. Ensure your argument is strong, and use an ethical theory or a clause or clauses from the SECEPP in your argument.
3. Watch the video at <https://www.youtube.com/watch?v=mYB3f7U9NFs> (5:48 min) on fair use of copyrighted material. What are the four factors of fair use?

Submit a pdf of your work via Canvas by 1:00 pm on Tuesday, 11.1.22.

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