

# THINK CREATE INSPIRE



Department of Industrial Policy and Promotion  
Government of India  
Ministry of Commerce and Industry

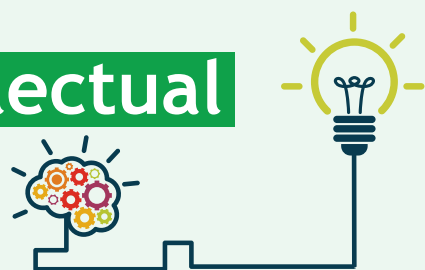


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- www.inta.org @INTA



## What is Intellectual Property?



Intellectual Property is the product of a person's intelligence, hard work and skill.

It is an idea that comes to one's mind and is given creative expression through an object, words, painting, sculpture, video or song.

Inventions, logos, brand names, fashion design, music compositions, and song lyrics – these are all examples of Intellectual Property.

## Why is Intellectual Property important to you?

Imagine you are a storywriter, and have written a new story. What if someone copies your story word-by-word and earns prizes and praise in school for it? It would be so unfair and hurtful!

- Intellectual Property helps to reward the hard work and creativity of inventors, designers, artists, artisans and authors.
- IP helps in creating new and interesting inventions.
- IP helps create more job opportunities, helping build a stronger economy.
- It helps you find your favourite products and makes household items useful and look good.

## What is a Patent?

**All inventions begin with an "idea".**

When an idea becomes an actual product, it is important to apply for a patent registration to the government. That way, your invention is protected and no one can steal, claim, clone or sell your idea.

You can also get a patent for a new process of doing something.

## What can be patented?

- An 'invention' and not a 'discovery'
- Something that is new or 'novel' and different from what is available
- Something that has a 'use' and can be made in an industry or on a commercial scale



## What is a Trademark?

Imagine if all companies or confectionaries didn't have names or logos on their bottles, cans or wrappers. How would you know which is which?

It is important for goods to have a trademark. Trademarks help us differentiate the goods or services of one entity from the goods or services of another entity.

A trademark is any word, name, or symbol (or their combination) that lets us identify the goods made or services offered by an individual, firm, society, trust, or company.

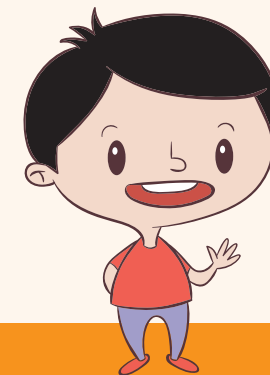
Know more about the types of Trademarks:

- Logo
- Packaging
- Word Mark
- Certification Mark
- Label
- Service Mark
- Non-Traditional Trademarks: A sound, smell, colour, colour combination or a shape can be a trademark under certain circumstances



## Do you know about counterfeiting?

Counterfeiting is illegally making and selling a fake product that is an exact copy of a genuine product (with the same words, logos and colours) or so similar, that you mistake it for the real product. Such a fake product is also called a "counterfeit" product.



# What is a Copyright?

## A copyright is a right 'not to copy'!

Copyright protects all 'original' literary and artistic works. Works covered by copyright include books, music, paintings, sculpture, films, computer programs, databases, advertisements, maps and technical drawings.

So, the next time you click a photograph, write a story or compose a song, you can be sure that it is protected by 'Copyright' and no one can copy it.

## How good are your Internet Manners?

Do you think that whatever is available on the Internet is free to use?

Often, students take images and text from websites without permission from the person who created the images or text. Some people also download and share movies and music from illegal websites or without paying for them.

Now, that's not cool! More importantly, it is not legal!



## Always ask for permission to use Copyrighted materials

- Respect what belongs to others** - Using someone else's work (such as, copying the text of an article for a paper or a project) is called plagiarism - a crime/ offence under the law.
- Be responsible** - Contact the owner of the work and ask for permission. In some cases, you may have to pay the owner a fee.
- Stand up for Originality** - Watching movies or listening to music from illegal websites is called piracy. Always watch movies and listen to music bought from legal websites.

Remember, everything on the Internet is not 'free for use'!

## How do I protect my Copyright?

Ever noticed the letter 'c' in a circle in a work, for example at the bottom of a photograph or a painting? Your work will be protected by copyright as soon as you create it. So, while there is no legal need to register it, it is still advisable.



# What is a Design?

A 'design' means the shape, pattern, and arrangement of lines or colour combinations that is applied to any product.

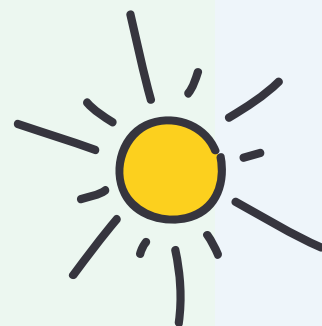
- It is protection given to eye-catching features that are not functional or useful.
- A design is registered by the Design Controller in the Indian IP office.
- After registration, a design is valid for an initial period of 10 years which can be extended for 5 more years. During this time, the registered design can only be used after getting a license from its owner.
- Once the validity period is over, the design is free for anybody to use.

## Can my design be registered?

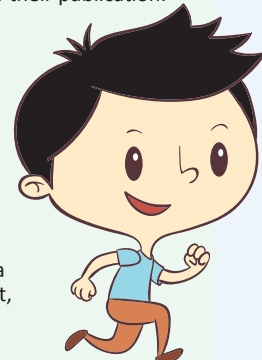
- The design should be new or original, not previously published or used in any country.
- Design means the shape or pattern applied to an article.
- The design should be applied or applicable to any article by an industrial process.



# Fast facts about the life of each Intellectual Property Right



- A patent lasts for 20 years. After that, the patented invention becomes free for anyone to use. During these 20 years, the owner of the patent can give a 'license' and ask for a fee from those who want to use the invention.
- A trademark is registered for 10 years. It can be renewed again and again for 10 years each time by paying renewal fees.
- The term of copyright protection is usually 60 years - Literary, dramatic, musical, and artistic works enjoy copyright for 60 years counted a year from the death of their author. Cinematograph films, sound recordings, and photographs enjoy copyright for 60 years from the date of their publication.
- Initially a design is registered for 10 years and can be extended by a period of 5 years on the payment of renewal fees. Once the validity period is over, the design is free for anybody to use.

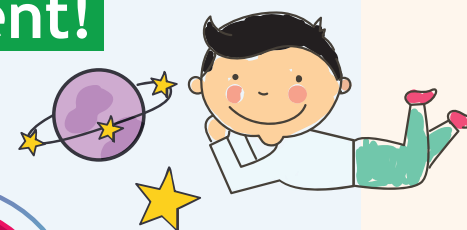


## How to register your intellectual property with the government?

Simply log on to [www.ipindia.nic.in](http://www.ipindia.nic.in) for all the information you need to register a patent, trademark, and design. For information on how to register your copyright, log on to <http://copyright.gov.in>

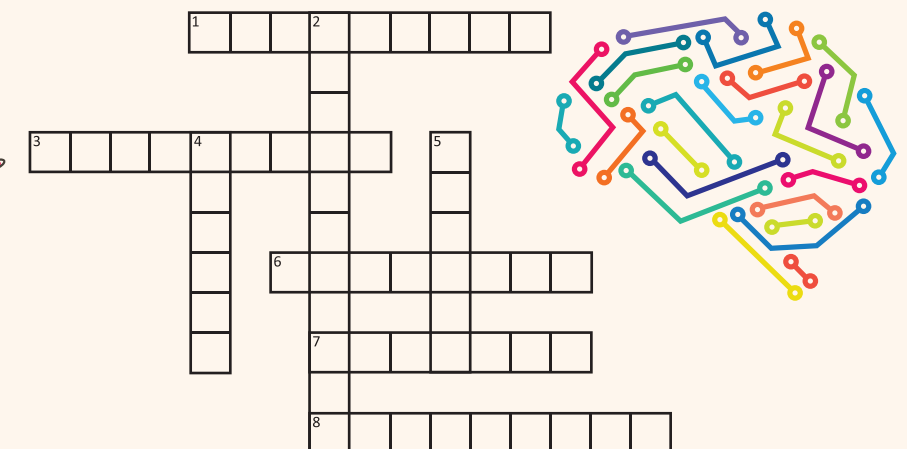
# You too can be a part of the IP movement!

You are never too young to create, promote and support Intellectual Property. Here are some ways to start -



Visit [www.cipam.gov.in/schools](http://www.cipam.gov.in/schools) for more information.

# IP Brain Gym



## ACROSS

- 1 An invention can be patented, whereas a \_\_\_\_\_ cannot, as it already exists in nature.
- 3 Alexander Graham Bell invented this device.
- 6 Copyright protects all \_\_\_\_\_ literary and artistic works.
- 7 Intellectual Property helps the country's \_\_\_\_\_ grow.
- 8 This type of IP helps us identify our favourite products in the market.

## DOWN

- 2 Also known as a fake product, it is an exact copy of a genuine product (with the same words, logos, and colours) or deceptively similar to it.
- 4 The act of watching movies or listening to music from illegal websites.
- 5 This type of IP protects the shape, pattern, arrangement of lines or colour combination that is applied to any article.

**WORD BANK:** TRADEMARK, TELEPHONE, PIRACY, ORIGINAL, ECONOMY, DISCOVERY, DESIGN, COUNTERFEIT