



# ***IPR AND CYBER LAWS***

***INTELLECTUAL PROPERTIES***

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# *COPYRIGHT*

A copyright is a type of intellectual property  
That protects others from copying your work  
Or reproduce it in any way.



# 1]APPLE



- Tech giant Apple has a simple copyright notice.
- The apple logo, Appl tv,ipad,iphone,ipod touch,itunes,and mac are trademarks of apple inc,registered in U.S and other countries.



## 2]zoom

- Zoom is an online video conferencing computer software.
- Also it is available on mobile.
- It includes copyright notices in its settings in the mobile app.

### 3]watsapp



- ◉ Watsapp would not however crack down all messages and copyright –infringing things.
- ◉ Service provides with respect to that message has been defined has intermmidiate under the information technology act 2000.

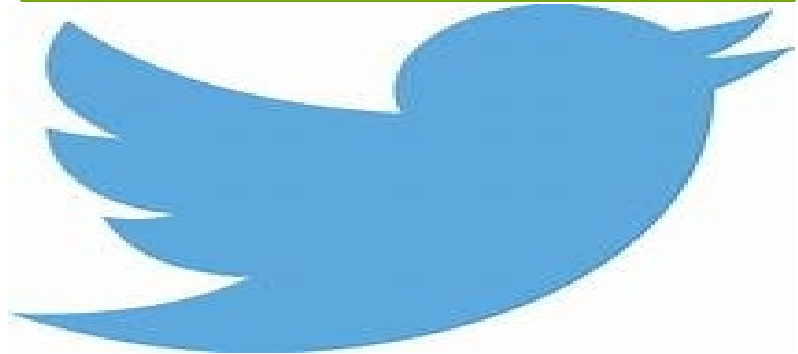
## 4]youtube



- Includes their copyright notice on their sidebase,at the very bottom in the footer.
- In addition links to other sections of the website and legal documents relating to the website and the company are also included in the section to make it easily accessible.

## 5]Twitter

- Social media platform twitter only includes the year and the copyright symbol as their copyright notice.



# 1]chanel



- Coco chanel ia perfect example for a name that is trademark
- The famous designer coco chanel built her successful fashion empire by using her name.



# Trademarks

The trademark is a  
brand, logo, name, word, symbol, etc...

Identifies goods from those manufactured  
or sold by others and indicates the source  
of goods.



## 2]vodafone

- Operates over of the largest moblie communication networks in the world.



## 3] IBM



- Holds more patents than any other technology company.
- And has been acquiring software manufacturing in a variety of fields to diversify its hardware heavy portfolio.

## 4]Google

- ◉ Still the most popular search engine.
- ◉ With its mobile operating system.
- ◉ Android has now surpassed blackberry and Apple's system in term of market share.



## 5]walmart

The Walmart logo, featuring the word "WAL" in blue, a yellow six-pointed star, and the word "MART" in blue, with a registered trademark symbol (®) to the right.

- The worlds largest retailer.
- Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores.

# patent

A patent is a government grant of exclusive right to an inventor to make ,use,sell,offer for sale,or import an invention for a specified period of time.



# 1]light bulb



- The electrical lightbulb is perhaps one of the most famous patented inventions.
- It was awarded to thomas alva edison in the year 1878.
- English inventor called joseph swan had received a patent for a similar product in england at the same time
- Later the two joined hands to form edison and swan united electric light company.edison has 1093 patents including the phonograph and dictagram.

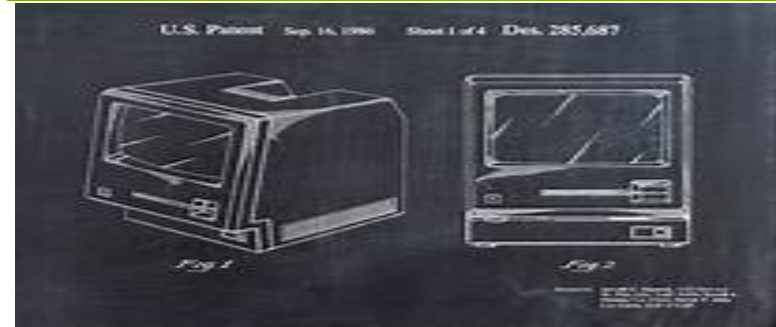
## 2]Telephone



- The first telephone was invented and patented by alexander graham bell in 1876.
- Bell went onto cofound the American telephone and telegraph company(AT&T)
- The company expanded to control all the telecommunications and become the world's most significant in the industry.



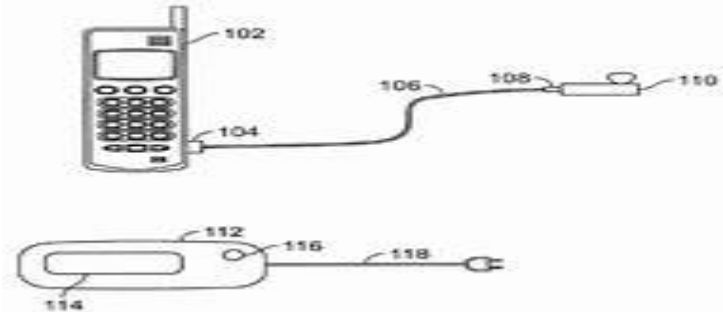
### 3]computer



- The first modern computer to be given a patent was the electronic numerical integrator and computer[Eniac].
- The patent went to John Mauchly and J. Presper Eckert in 1946.
- However a US court invalidated the patent over the claim that the Atanasoff
- -Berry computer(ABC).

## 4] Bluetooth

- Despite the popularity of mobile phones having wi-fi connectivity people still opt for bluetooth as an option for data transfer.



## 5]Maglev



- Among the more interesting patent innovations,
- The first patent for maglev went to Brookhaven National Laboratory (us), in 1968.
- Its researches james powell and Gordon Dandy came up with the concept of using magnets to propel trains.

# TRADE SECRETS

A trade secret is a formula, process, device, or other business information that has commercial value and is kept confidential to maintain an advantage over competitors. The formula for food, perfumes and pharmaceutical products.



# 1]coco cola



- Coca-Cola made a choice to brand the recipe a trade secret instead of patenting it, which would have lead to the disclosure of the ingredients.
- Since one of those ingredients may have been cocaine, Coca-Cola decided to keep the recipe as confidential information.

## 2] NEW YORK TIMES BESTSELLER LIST



- The New York Times has the most influential book list in the country, and it will not divulge its definition of a best seller. It apparently is not merely the number of books sold since a book that has sold fewer copies than another can make the list while the better selling book does not.

### 3] WD-40

- Originally WD-40 was developed to prevent corrosion. The chemist kept the formula secret and sold it a few years later. Even now, it is the company's only product.
- Like Coca-Cola, the secret formula has never been patented, so competitors could not discover what is in it. The company does reveal what is NOT in the formula, including a statement that there are no known cancer-causing agents.





## 4] KRISPY KREME DOUGHNUTS

- While the recipe for the Krispy Kreme Doughnut has been a trade secret for 70 years, it is not really the source of competitive advantage.
- Still, only a few employees have access to the recipe, and it is locked in a safe at company headquarters.



## 5] LISTERINE



- Listerine is a popular example of a trade secret used in law schools.
- The inventor licensed the secret formula to Lambert Pharmaceuticals.
- Lambert (now Pfizer) made royalty payments to the inventor's family for over 70 years, even though the formula was revealed during that time.

# GEOGRAPHICAL INDICATIONS

A Geographical indications is a sign used on products that have a specific geographical origin and possess origin-based qualities and reputation in the region.





# 1]Thanjavur paintings

- Handcrafts
- Thanjavur Paintings are a traditional style of art work with its origin in Thanjavur or Tanjore.
- This art form dates back to the Maratha court of Thanjavur (1676-1855).
- Thanjavur paintings have been recognized as a Geographical Indication by the Government of India in 2007-08.

## 2] Allepey coir



- Handcraft
- Their main products include coir beds, coir mats, and coir carpets.
- The first coir factory in India was established in 1859 by an Irish American entrepreneur James Darragh and it was named as Darragh Small and Company which is located in Alleppy.



### 3]kancheepuram silk

- Handcraft
- The Kanchipuram silk sari is a type of silk sari made in the Kanchipuram region in Tamil Nadu, India.
- These saris are worn as bridal & special occasion saris by most women in Tamil Nadu, Kerala, Karnataka & Andhra Pradesh.
- It has been recognized as a Geographical indication by the Government of India in 2005–2006.
- As of 2008, an estimated 5,000 families were involved in sari production.

## 4]NILGIRI



- Agriculture
- The beautiful Nilgiri Hills, sprawling through the states of Tamil Nadu, Karnataka and Kerala, are home to the pastoral Toda tribe and tea gardens that create the fragrant cup of tea.
- Nilgiri tea has a slightly fruity, minty flavor, probably because trees like the Blue Gum and Eucalyptus dot the region



## 5] Bangalore Rose Onion

- Agricultural
- **Bangalore rose onion**, locally called **gulabi eerulli**, is a variety of onion grown in and around Bangalore in Karnataka. It got the Geographical Indication tag in 2015.



# Thank you

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