Protection of a company's assets is becoming a global challenge, especially for the corporate sector. The US companies (Michael Harvey, n.d.) almost spent $30 billion annually to protect tangible assets. Assets are majorly divided into two major categories: tangible and intangible assets. Tangible accounts for the physical assets such as buildings, inventory, and rolling stock. In contrast, intangible accounts account for those assets that don't have any physical shape but are considered the most important by all companies, such as patents, trademarks, software, etc.

# Intellectual property (IP)

It protects artistic and mind creation, including images, creative work, designs, and names. This law allows the creator to use them commercially and prohibits all others from commercial use without the original creator's consent. For example, it allows different brands to hold IP rights for all of their products, software, and technology innovations, and they have the right to take legal action if any of the competitors use it.

# Copyright

It provides legal protection to all the creators for their generated original work, and they have the exclusive right to provide any sort of permission for their reproduction, distribution, and presentation. It protects the original work being copied and distributed for commercial gains. It applies to various artistic works such as dramas, movies, photography, paintings, soft wares, and all social media content. For example, the production houses own all the cartoon characters and cannot be used without their permission.

# Patent

It provides the exclusive right of anything to the inventor for their work, and no one can use it to use it for commercial activities. Usually, designs and technology are patented to protect them from commercial use. Engineers and researchers usually use this sort of practice to protect their work. It gets registered in the inventor's name and can't be used commercially for 20 years. For example, car manufacturers nowadays patent their designs and technology so that their competitors can't copy it, as Tesla has numerous patents related to electric vehicles.

# Trademark

It protects names, words, logos, and symbols primarily used to identify any product or service in the market. Clothing brands such as PUMA and Adidas have a trademark on their logos so that their customer base can know it's the authentic product of that brand.

# Non-Disclosure Agreements (NDAs)

It is an agreement between two companies or business entities that whenever sensitive information is shared between them, they will not share it with anyone else and will not use it for their commercial benefit. They are mainly used to protect trade secrets and other proprietary information. For example, if a company hires freelancers from outside to do a technical job, they will sign an NDA to protect the shared data and ensure they will not use it for financial gains.

# Watermarks

They are majorly visible and sometimes invisible graphic content used to protect such documents and images. They are used to protect the originality of the content and tell us about the original creator Nowadays. Now, they are used by phone manufacturing companies and software to promote their products. For example, apps like Cam Scanner uses a logo watermark at the end of scanned document to promote their service, as photographers often use these watermarks to prevent unauthorized use of their content.

# Software Licenses

It is a method to prevent unfair software usage, as the user needs a valid license even though he can get it through some unfair means. It only allows the user to use it under some terms and conditions as criminals try to access the software without paying, e.g., you need a key to install and activate Microsoft software on your laptop.

# Digital Rights Management (DRM)

It is a technology to protect the digital form of content from copying and distribution without the prior consent of the original content maker as unfair distribution and copying causes huge losses to the content makers, e.g., Platforms such as Amazon Prime, Netflix, and use the DRM to protect its content from downloading and sharing through unfair means as it can cause them huge business loss.

# Software Protection Dongles:

They are used to avoid unauthorized access to the software without the original owner's consent. When connected to a computer or any other electronic device, it unlocks the software and decodes the content. It contains a cryptographic mechanism and functions via an electrical connection with other devices, such as computers. Without these dongles, the software operates only with limited features, e.g., software such as AutoCad uses this to prevent unauthorized access.

# Conclusion

These security measures are essential for companies and creators to defend their assets, whether they are cutting-edge technologies, creative works, or private data. They ensure that tangible and intellectual property is protected and that investors' money and artists' work can be returned and avoid the unfair usage of the content. Only artists and investors can gain financial benefits from them. However, the system still has flaws that criminals exploit and try to get monetary benefits.

Nowadays, after the COVID-19 pandemic, there is a clear and open debate between Open science and intellectual property rights, which were discussed earlier. The IPR system is purely based upon incentives and rewards, and it is natural by human nature that we strive best for achievements. In contrast, after the COVID-19 vaccine formulation, there is a major concern that IPR may prevent accessibility to most important things such as lifesaving vaccines, and scientists, media, and governments are also considering new policies to encounter these issues as well as the European Union is now promoting OS and its balancing with IPR and his type of discussion and debates are also adding its part in bypassing the safety of intellectual property.

# Bypassing Watermarks in Digital Imagery

Watermarks are widely used to protect content from being copied and reproduced without the original owner's consent. Still, they are not sufficient to protect them from replication as due to the huge popularity of social media, these images are widely available with watermarks, and the watermarks can be easily removed through many Artificial intelligence websites such as "Wondershare," "Remove. bg" and "watermarkremover.io" as well as many online apps are also available for it. These websites claim they enhance the image quality and are not primarily designed to steal someone else content, as they see it as a tool that democratizes the usage of digital imagery. They also claim that watermark enforcement responsibility should be on content creators. Still, the content creators think these websites have made it easier for anyone to use their images without permission, which is a clear violation of IPR.

# By Passing Water Marks In Video Streaming

Watermarks are widely used in video streaming to protect content creators and their content from being copyrighted. However, there are multiple tools available to remove these watermarks as well. Various websites and applications that remove watermarks from these videos are widely available as various communities and software developers contribute to them. According to them, watermarks in the video degrade the original content, and to enjoy the content, it needs to be watermark-free as the audience should be able to enjoy it without being annoyed and distracted. The second argument is that people should be free to share things they like, and if it is something relevant to science, they claim that it needs to be open and it's not the intellectual property of someone. The developers claim that they are not promoting piracy but just want to enhance user flexibility and the user experience of the content. Conversely, video streaming platforms call it a piracy violation and claim that this software facilitates copyright content and demotivates creators to make high-value content.

## Bypassing DRM

It is a technology to protect the digital form of content from copying and distribution without the prior consent of the original content maker, as unfair distribution and copying cause huge losses to the content makers. One famous example of DRM circumvention involves DVD encryption and the DeCSS software. On the other hand, many developers think a customer should have the right to make local content backups. While having the same sort of ideology, Johansen and his coworkers have designed a software tool named DeCSS, which mainly allows the user to decrypt the content and make a copy of the content as they have an opinion that a customer should have the freedom to consume the content on multiple devices as well as they think this system is overly restrictive. Hence, they designed this tool to encounter this issue. On the other hand, streaming platforms claim they are promoting piracy, which triggers a legal battle, with courts divided on whether their actions constitute copyright infringement.

It's crucial to remember, though, that these things often lead to legal disputes because they violate both established intellectual property rules and the rights of content providers. Others contend that these acts reduce the incentives for creators and content producers to continue their work, even though some may consider them justified in the interest of information freedom. In the digital age, balancing the necessity to preserve intellectual property and the need for knowledge to be free is still a difficult and constant task.