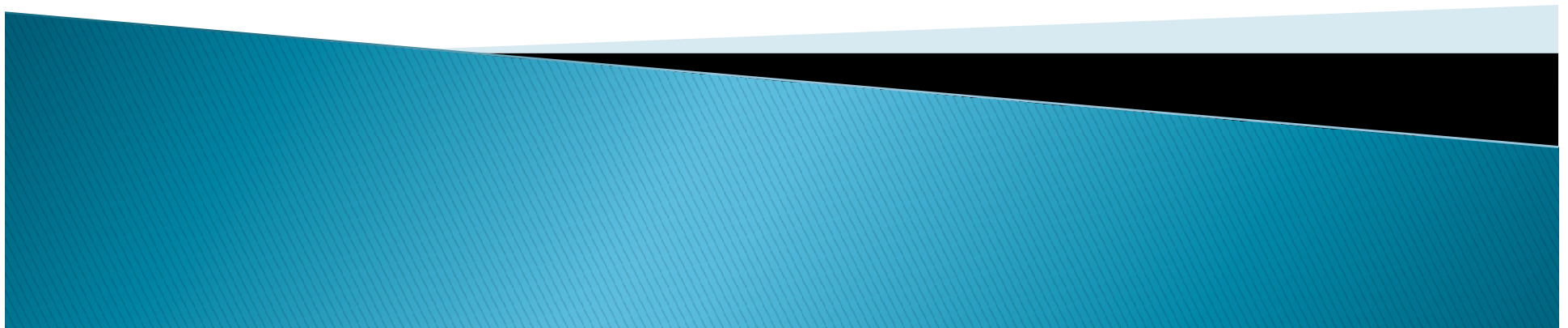


# TYPES OF IPR



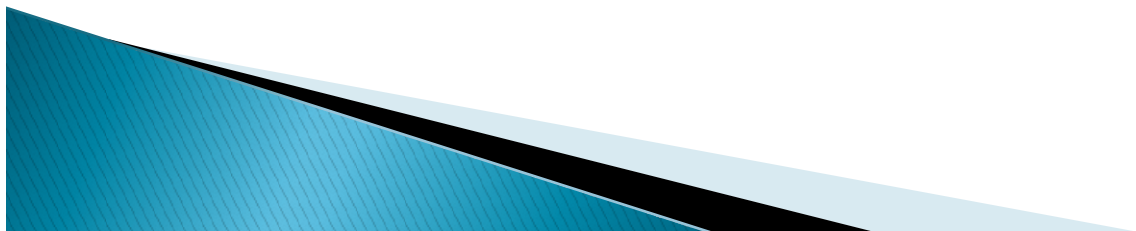
# The Different Types of IPR are:

1. Copyright
2. Patents
3. Trademark
4. Industrial Design
5. Trade Secrets
6. Geographical Indication



# Copyright

- ▶ Copyright is a form of legal protection that gives you ownership rights to your original works. The moment you create a work of creative expression that falls within the scope of US copyright laws, it is automatically protected by law.
- ▶ Reproduce the work
- ▶ Distribute or sell the work
- ▶ Display or perform the work publicly
- ▶ Create derivative works based on the original work



- ▶ 1. Twitter

social media platform Twitter only includes the year and the copyright symbol as their copyright notice.

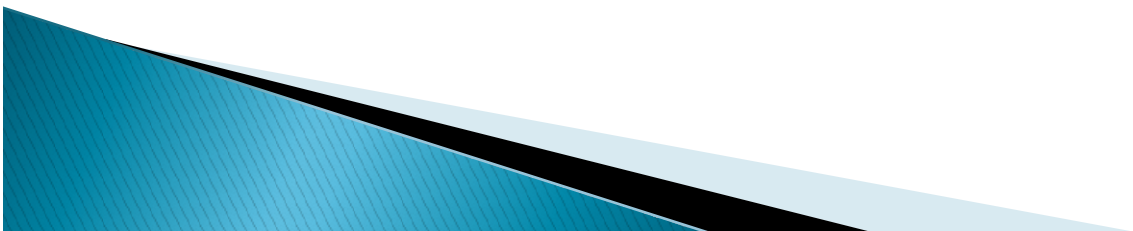
© 2021 Twitter, Inc.



# Apple

Tech giant Apple has a simple copyright notice on their website, including the most recent year of their copyright and the term 'all rights reserved.'

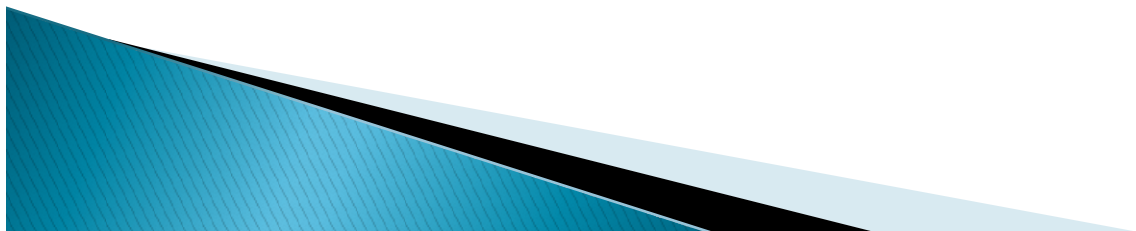
Copyright © 2021 Apple Inc. All rights reserved.



# eBay

Online auction site eBay combines different elements for their copyright notice. It includes the copyright owner's name, first publication, subsequent years, and all rights reserved.

Copyright © 1995-2021 eBay Inc. All Rights Reserved.

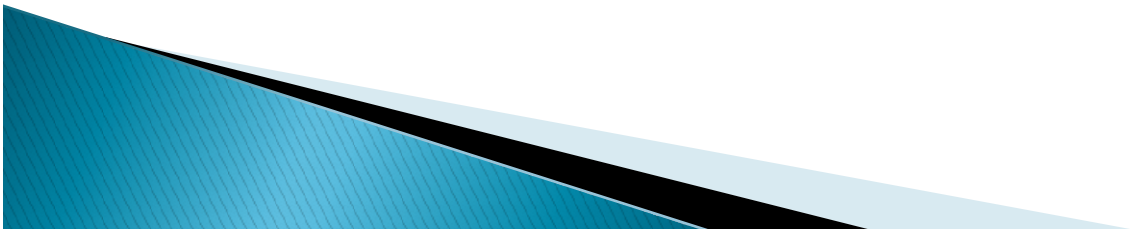


# zoom

Zoom is an online video conferencing computer software also available on mobile. It includes a copyright notice in its settings in the mobile app.

Open Source Software [↗](#)

Copyright ©2012-2021 Zoom Video Communications, Inc.  
All rights reserved.

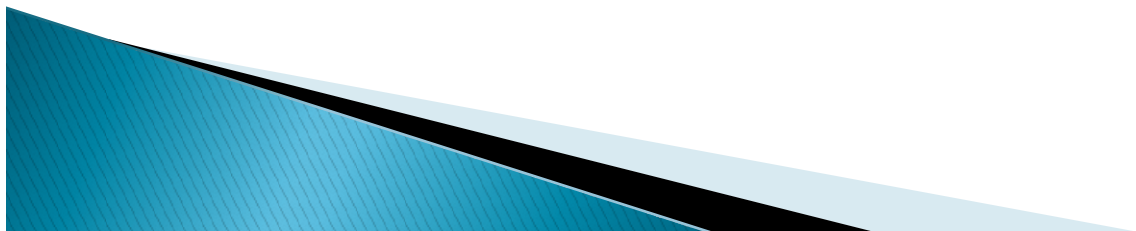


# Whatsapp

Whatsapp is a popular instant messaging app available on the Apple app store and Android. They include their copyright information in the app listing and the app itself.

Copyright

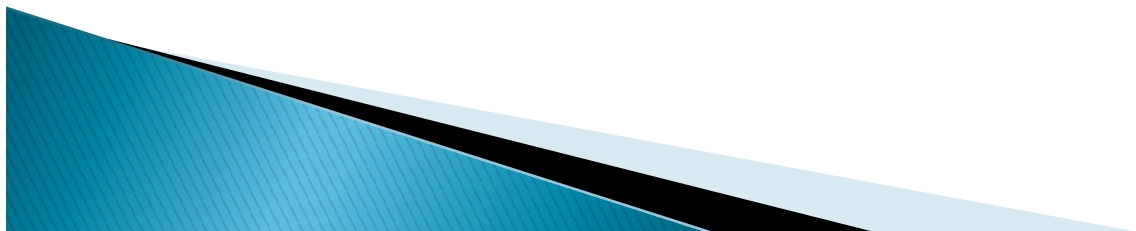
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# Patents

- ▶ A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of time in exchange for publishing an enabling disclosure of the invention.



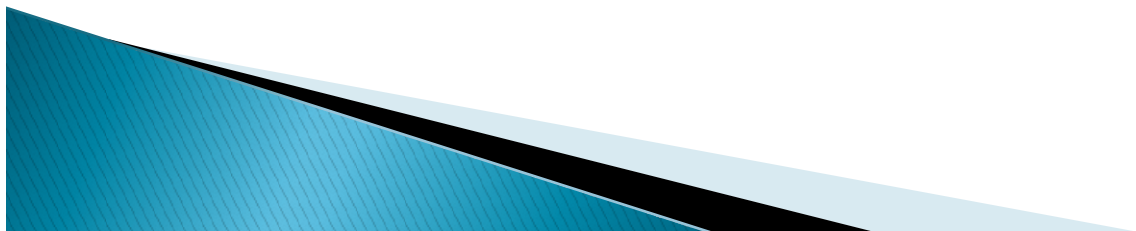
# 1.Lightbulb

The electric lightbulb is perhaps one of the most **famous patented inventions** known to humankind. It was awarded to Thomas Alva Edison in the year 1878. However, an 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 & Swan United Electric Light Company. Edison had 1,093 patents, including the phonograph (the precursor of the gramophone and the record player) and the Dictaphone.



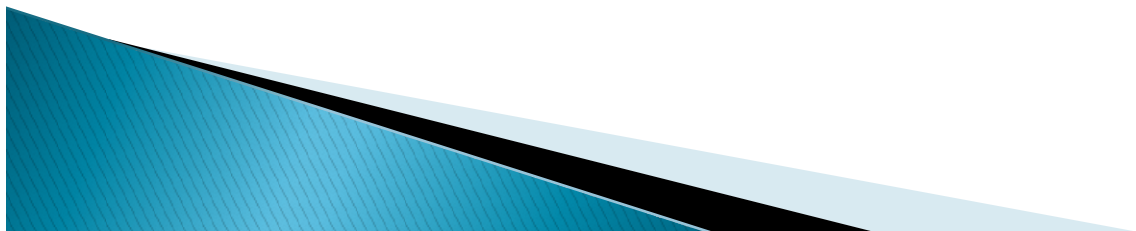
## 2. Bluetooth

Despite the popularity of mobile phones having Wi-Fi connectivity, people still opt for Bluetooth as an option for data transfer. Invented in 1994 by Jaap Haartsen, Bluetooth technology allows nearby electronic devices to connect using low-power, ultra-high-frequency waves. Today, Bluetooth is used in almost every handheld device for multimedia transfer and reception.



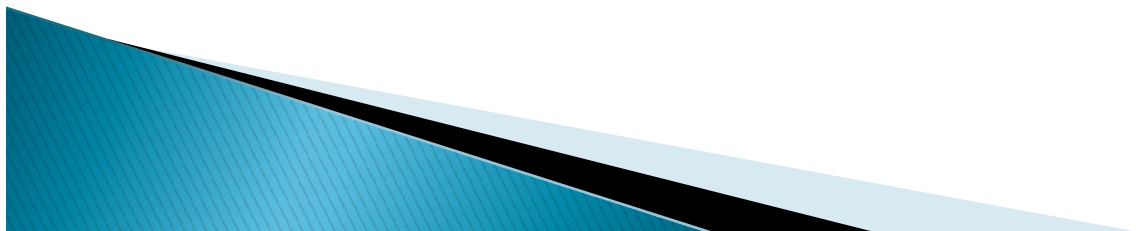
# 3. Telephone

The first telephone was invented and patented by Alexander Graham Bell in 1876. Bell went on to cofound the American Telephone & Telegraph Company (AT&T). Later, the company expanded to control all telecommunications and become the world's most significant in the industry and is an industry behemoth today.



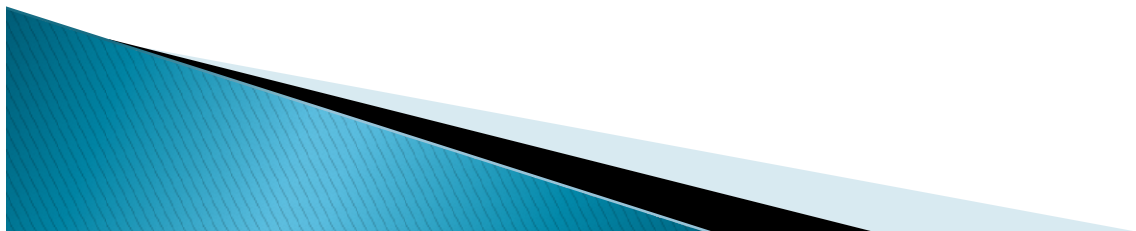
# 4. Computer

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 1973. However, a US court invalidated the patent over the claim that the Atanasoff–Berry Computer (ABC), developed in the 1940s, came first. However, this computer was not programmable. One of the first commercially successful computers was the Apple II, which was invented by Steve Wozniak and patented by Apple Computers Inc in 1977.



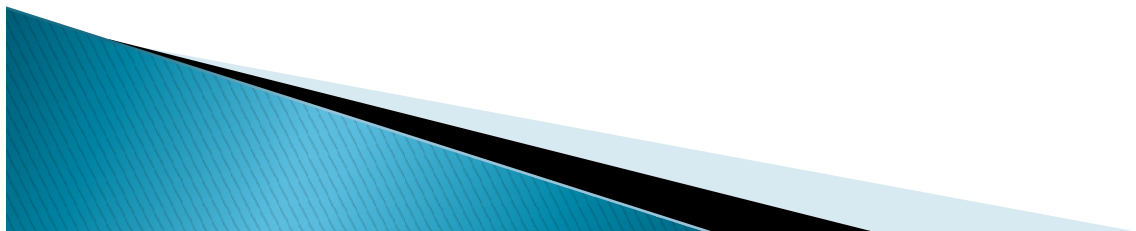
## 5. Pen with Scanner

With a machine as small as a pen, you can transfer text from paper directly into a computer. Christer Fåhræus invented the C-pen.



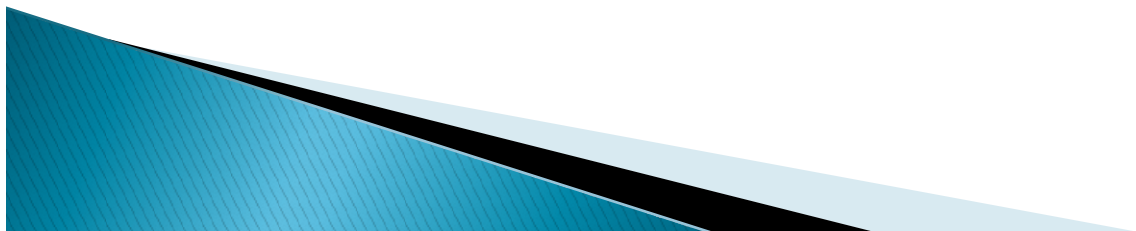
# Trademarks

A trademark can be any word, phrase, symbol, design, or a combination of these things that identifies your goods or services. It's how customers recognize you in the marketplace and distinguish you from your competitors. The word "trademark" can refer to both trademarks and service marks.



# Reliance Group

Reliance Industries is a true conglomerate with interests in energy, petrochemicals, textiles, natural resources, retail, and telecommunications.



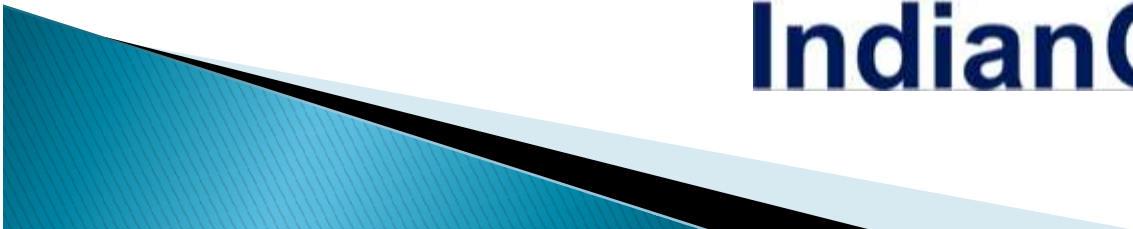


# Indian oil corporation

Indian Oil provides products and services all along the energy value chain, and is India's largest commercial entity. The firm has been on the Global 500 as long as the list has been recorded.



**IndianOil**



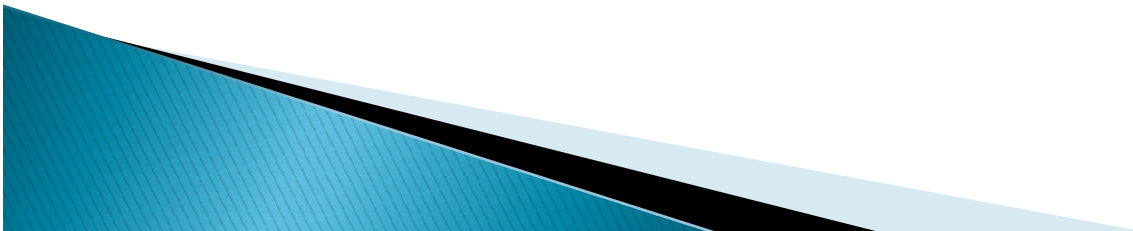
# Bharat Petroleum

Government controlled oil and gas company in Mumbai, operating large refineries in Kochi and Mumbai.



# State Bank Of India

- ▶ The bank is a state-owned, multi-national financial services entity, founded in 1806 as the Bank of Calcutta. The firm operates in more than 36 countries.



# Tata Motors

Tata Motors Limited is an Indian multinational automotive manufacturing company, headquartered in the city of Mumbai, India which is part of Tata Group. The company produces passenger cars, trucks, vans, coaches, buses, luxury cars, sports cars, construction equipment.

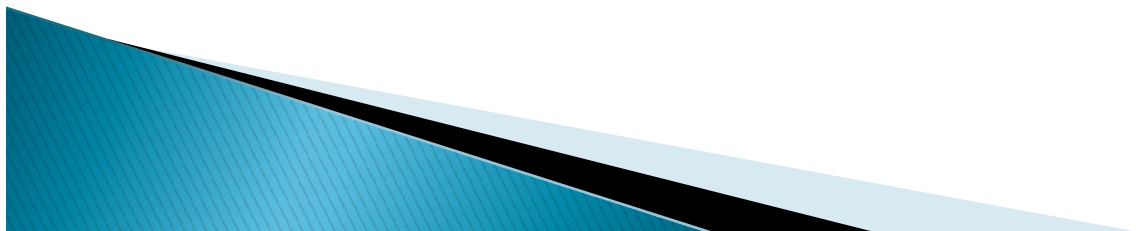
The logo for Tata Motors, featuring the words "TATA MOTORS" in a bold, blue, sans-serif font. The text is set against a white background with a thin black horizontal line above it. The logo is partially overlaid by a decorative graphic at the bottom left of the slide.

**TATA MOTORS**



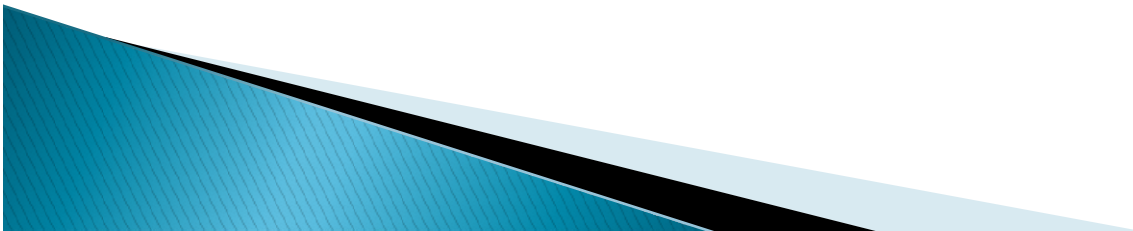
# Industrial Design

Industrial design is a process of design applied to products that are to be manufactured by mass production. It is the creative act of determining and defining a product's form and features, which takes place in advance of the making of a product. In contrast, manufacture consists purely of repeated, often automated, replication.



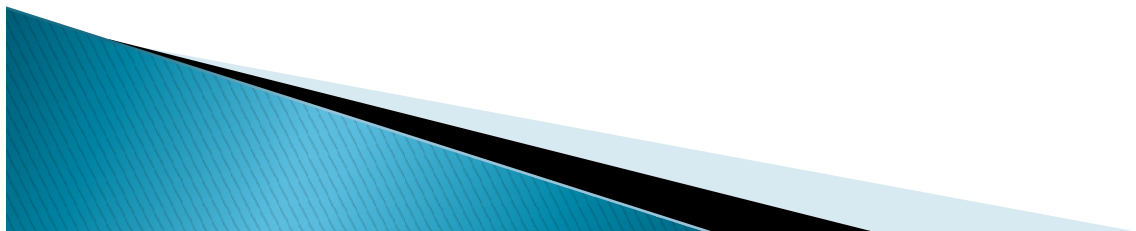
# Armstrong Light Trap

The LEDs in the Armstrong light trap turn on when the lamp is uncorked, and off when the corks are put in place. The amount of light emanating from the lamp can be controlled by removing multiple corks.



# Mini Cooper

The Mini is a design classic that came about because of restrictions in fuel supply during the 1950s caused by the Suez crisis. Designer Alec Issigonis was tasked with designing a car that was more frugal than the large cars of the day, aiming to compete with increasingly popular German bubble cars like the original VW Beetle – itself a design classic. The original design became a true British icon, influencing a generation of car designers, and was revolutionary at the time.



# Coke counter box

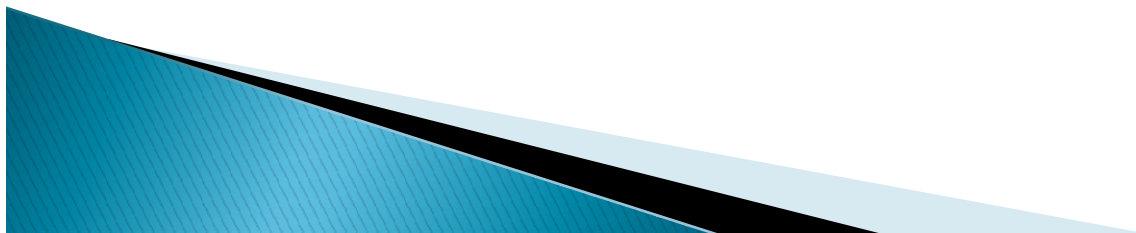
the Coca-Cola contour bottle is a masterpiece in industrial design that dates back to 1915 when the Coca-Cola Company asked its bottle suppliers to design a new bottle that would be distinctive and instantly recognisable – even in the dark. Designer Earl R. Dean took up the challenge, and following instructions issued by his boss, aimed to come up with a design based on the ingredients of the drink.





# Piaggio Vespa Scooter

The classic Vespa scooter design is associated heavily with the Italian design aesthetic, but it was actually heavily influenced by pre-World-War-II Cushman scooters made in the US and shipped to Italy by the Allies to act as field transport for paratroopers and marines during the war.



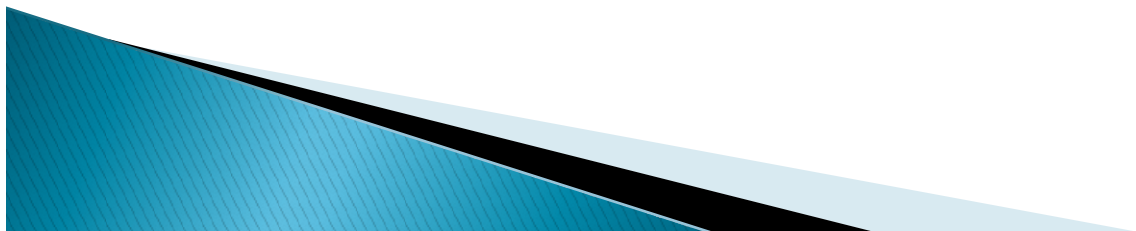
# Hasselblad 500C Camera

During World War II the Swedish government tasked Victor Hasselblad with designing a camera that mirrored a German aerial surveillance camera recovered from a downed plane. This camera was refined over the following years, eventually spawning the iconic 500C in the late 1950s. Such was the popularity of the camera, it became the anchor product for the Hasselblad company for the next four decades, and was used by NASA during the Apollo missions to the moon.



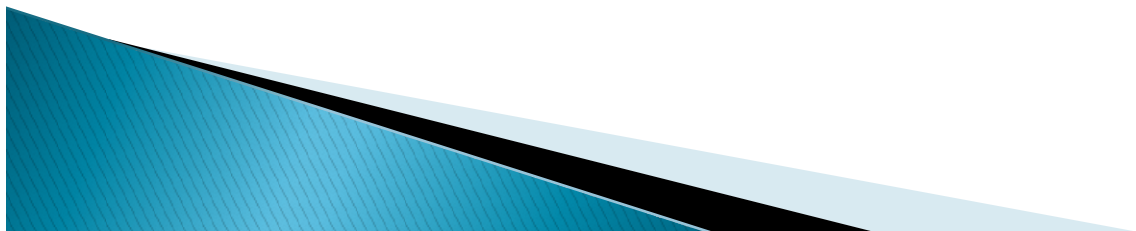
# Trade secret

Trade secrets are a type of intellectual property that includes formulas, practices, processes, designs, instruments, patterns, or compilations of information that have inherent economic value because they are not generally known or readily ascertainable by others, and which the owner takes reasonable measures to keep secret.



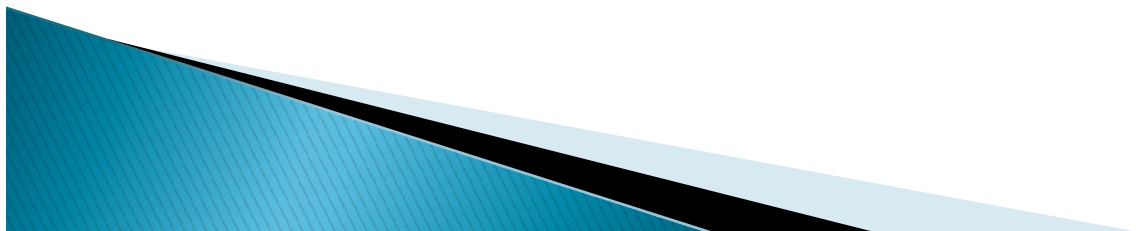
# Kentucky fried chicken

- ▶ The secret ingredients for KFC's original recipe were originally kept in Colonel Sanders' head. He eventually wrote the recipe down, and the original handwritten copy is in a safe in Kentucky. Only a few select employees know the recipe, and they are bound by a confidentiality agreement.
- ▶ For better protection, two separate companies blend a portion of the herb and spice mixture. Then it is automatically processed to standardize the blending before it is sent to the restaurants.



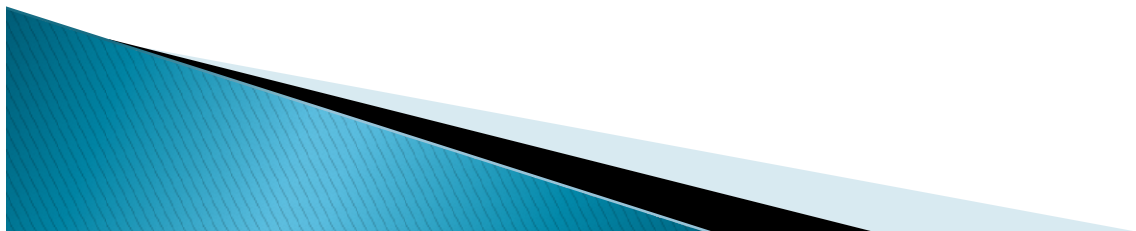
# Coca cola

- ▶ 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.
- ▶ This trade secret has spawned rumors of its own. One is that the recipe contains bugs or insects. Another is that two employees each know only half the recipe or that only two people know the combination to the safe where it is stored.



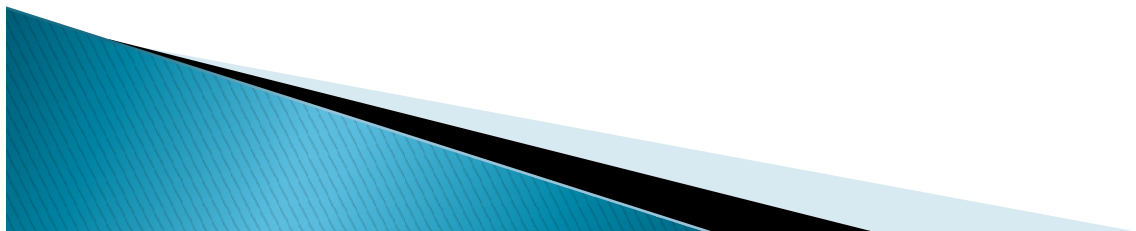
# LISTERINE

- ▶ 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.
- ▶ Pfizer tried to stop payments after paying over \$22 million for a formula that was no longer secret.



# 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.



# TWINKIES

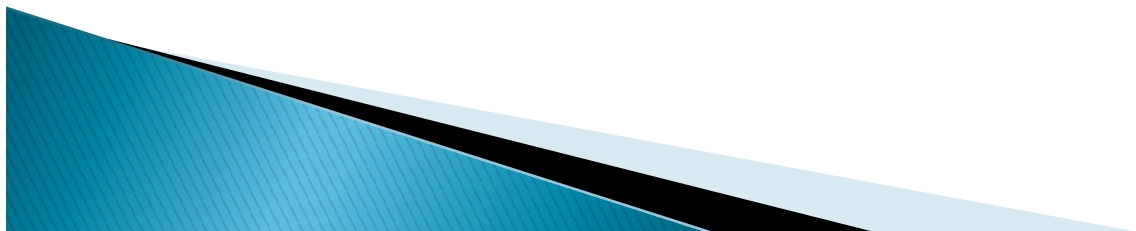
- ▶ Rather than a marketing ploy, the recipe for Twinkies is kept as a trade secret because the company fears consumers will not understand what the ingredients really are and stop eating them or giving them to kids. Many of the constituents are harmless but have chemical names that sometimes sound hazardous to those outside the food industry.





# Geographical indication

Every region has its claim to fame. Christopher Columbus sailed from Europe to chart out a new route to capture the wealth of rich Indian spices. English breeders imported Arabian horses to sire Derby winners. China silk, Dhaka muslin, Venetian Glass all were much sought after treasures. Each reputation was carefully built up and painstakingly maintained by the masters of that region, combining the best of Nature and Man, traditionally handed over from one generation to the next for centuries.



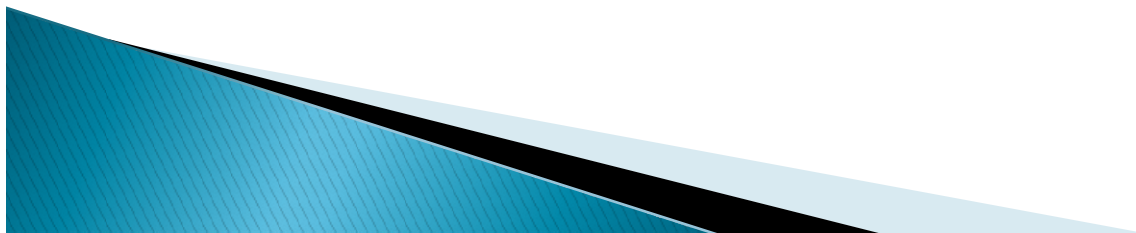
# Madhubani Paintings

Double lined contours filled with smooth running marrow like lines or cross hatchings to emphasise the sensuous beauty of the represented figures, big eyes with curiously shining black pupils gazing happily at the viewers, predominant use of colours like blue, green, pink, orange and red, and a host of imageries culled from myths, folklore, rituals and contemporary events– Madhubani or Mithila paintings stand distinct amongst a host of Indian folk and tribal traditions of paintings.



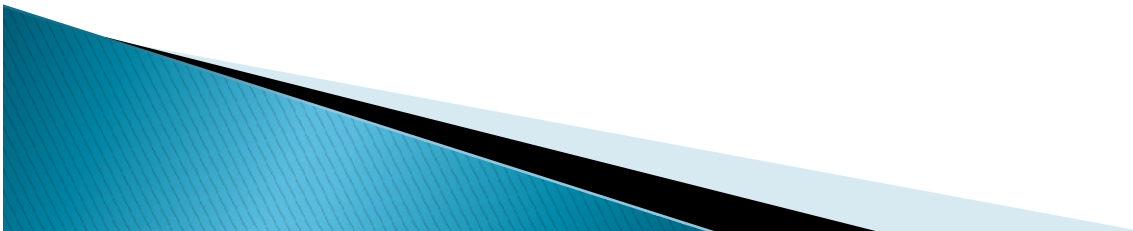
# Kani Shawl

A Kani shawl is a type of Kashmir shawl originating from the Kanihama area of Kashmir. It is one of the oldest handicraft of Kashmir. This craft has been a part of the valley since the time of Mughals.



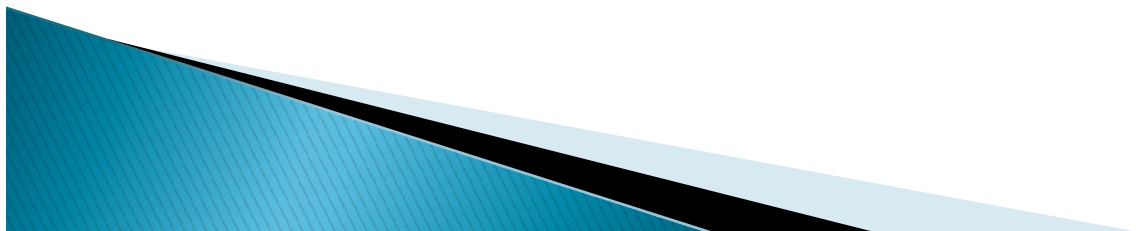
# Mysore Rosewood Inlay

- ▶ Even now an estimated 4000 people in Mysore are involved in rosewood inlay work though other media like plastic have replaced ivory. This intricate work involves many stages.



# Tulaipanji Rice

It is an Indian rice cultivar from West Bengal, India. It is an indigenous aromatic rice grown mainly in the Raiganj subdivision of Uttar Dinajpur district and some pockets of Dakshin Dinajpur district. In 2012, the Government of West Bengal sent Tulaipanji rice to the food festival at the London Olympics.



# Bengal Patachitra

The Bengal Patachitra refers to the painting of West Bengal. It is a traditional and mythological heritage of West Bengal. The Bengal Patachitra is divided into some different aspects like Durga Pat, Chalchitra, Tribal Patachitra, Medinipur Patachitra, and Kalighat Patachitra. The subject matter of Bengal Patachitra is mostly mythological]

