

Vidya Vikas Education Trust 3 Universal College of Engineering

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CSL Assignment 2

Amit Luh

Intellectual property rights are customarily divided into two main areas:

(i) copyright and rights related to copyright.b ack to top

The rights of authors of literary and artistic Works (such as books and other writings, music al compositions, paintings, sculpture, compute r Programs and films) are protected by copyrig ht, for a minimum period of 50 years after the death of the author.

Also protected through copyright and related ( sometimes referred to as "neighbouring") rights are the rights of performers (e.g. actors, s ingers and musicians), producers of phonograms (sound recordings) and broadcasting organizati ons. The main social purpose of protection of copyright and related rights is to encourage a Ind reward creative work.

(ii) Industrial property back to top

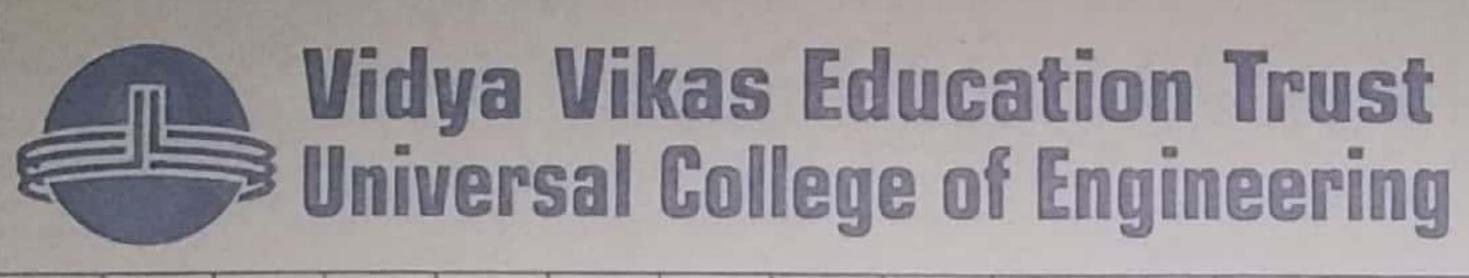
Industrial property can usefully be divided nto two main areas:

One area can be characterized as the protection of distinctive signs, in particular trademarks (which distinguish the goods or services of one undertaking from those of other undertakings) and geographical indications (which identify a good as originating in a place where a given characteristic of the good is essentially attributable to its geographical origin).

The protection of such distinctive signs aims to stimulate and ensure fair competition and to protect consumers, by enabling them to make informed choices between various goods and services. The protection may last indefinitely, provided the sign in question continues to be distinctive.

Other types of industrial property are protect ed primarily to stimulate innovation, design a not the creation of technology. In this categor y fall inventions (protected by patents), industrial designs and trade secrets.

The social purpose is to provide protection for the results of investment in the development of new technology, thus giving the incentive a nd means to finance research and development a



ctivities.

A functioning intellectual property regime sho uld also facilitate the transfer of technolog y in the form of foreign direct investment, join t ventures and licensing.

The protection is usually given for a finite te rm (typically 20 years in the case of patents).

While the basic social objectives of intellect ual property protection are as outlined above, it should also be noted that the exclusive rights given are generally subject to a number of limitations and exceptions, aimed at fine-tuning the balance that has to be found between the legitimate interests of right holders and of users.