

## Vidya Vikas Education Trust 3 Universal College of Engineering

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CSL Assignment 2 Amit Luhar

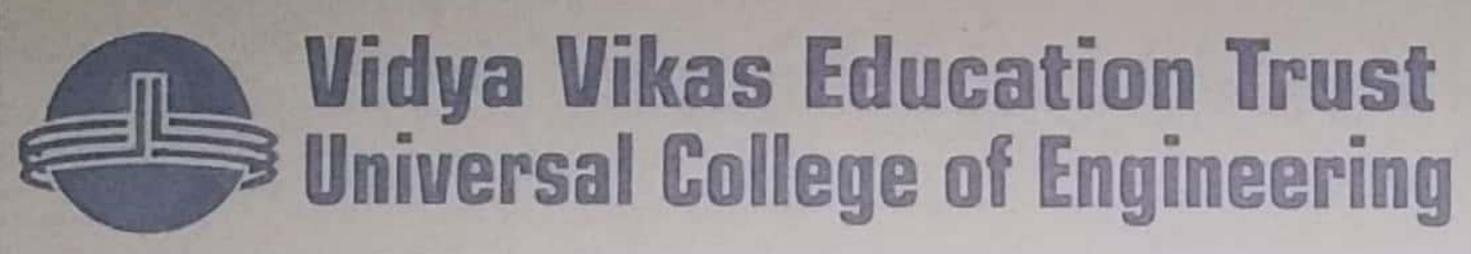
Intellectual property rights are customa rily divided into two main areas: (i) Copyright and rights related to cop lyright.back to top

The rights of authors of literary and ar tistic works (such as books and other writin 1951 musical compositions, paintings, sculpt ure, computer programs and films) are protec ted by copyright, for a minimum period of 50 ye ars after the death of the author.

Also protected through copyright and re lated (sometimes referred to as "neighbourin 19") rights are the rights of performer s (e.g. actors, singers and musicians), produce Irs of phonograms (sound recordings) and broadc asting organizations. The main social purpose of protection of copyright and related rights is to encourage and reward creative work.

(ii) Industrial property back to top

Industrial property can usefully be divided i nto two main areas:



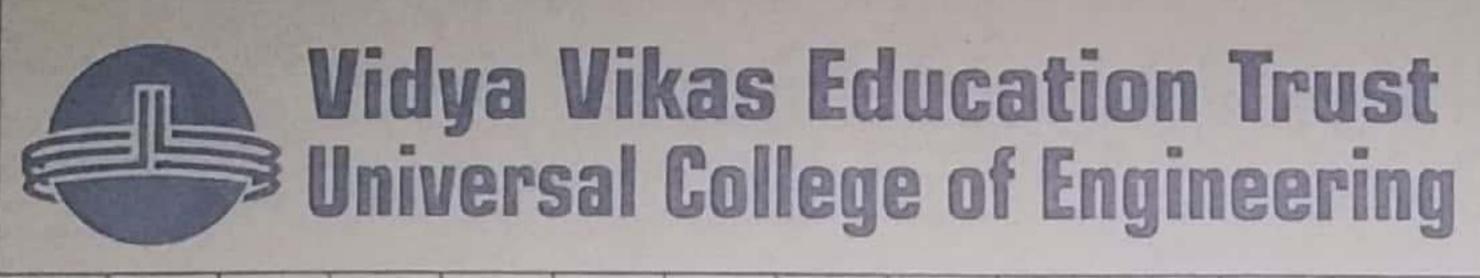
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One area can be characterized as the protection of distinctive signs, in particular tradem arks (which distinguish the goods or service sof one undertaking from those of other under takings) and geographical indications (which i dentify a good as originating in a place where e 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 ser vices. 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 and means to finance research and development



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activities.

A functioning intellectual property regime should also facilitate the transfer of technology in the form of foreign direct investment, joint ventures and licensing.

The protection is usually given for a finite term (typically 20 years in the case of pate n+s).

While the basic social objectives of intellectual property protection are as outlined a bove, 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 be tween the legitimate interests of right holders and of users.