

Vidya Vikas Education Trust 3 Universal College of Engineering

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CSL Assignment 2

Intellectual property rights are customarily d livided into two main areas:

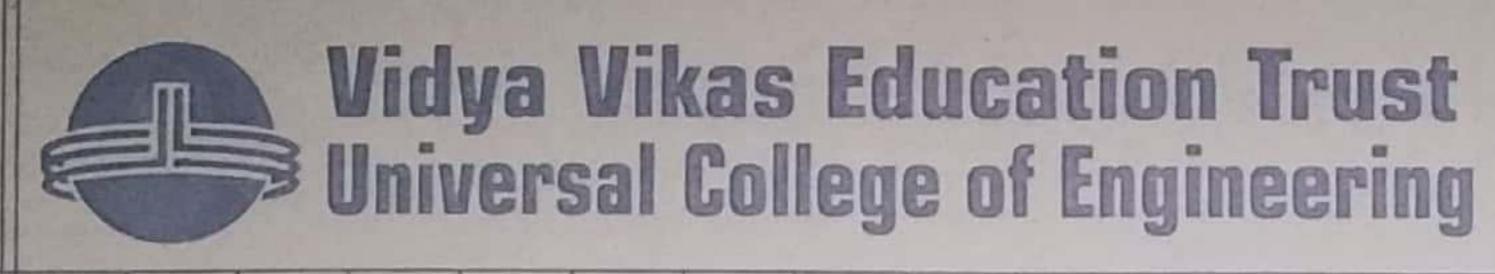
(i) Copyright and rights related to copyright.b ack to top

The rights of authors of literary and artistic works (such as books and other writings, music al compositions, paintings, sculpture, computer programs and films) are protected by copyrigh t, for a minimum period of 50 years after the d eath of the author.

Also protected through copyright and related (sometimes referred to as "neighbouring") right Is are the rights of performers (e.g. actors, si Ingers and musicians), producers of phonograms (Isound recordings) and broadcasting organization Ins. The main social purpose of protection of c opyright and related rights is to encourage and reward creative work.

(ii) Industrial Property. back to top

Industrial property can usefully be divided Into two main areas:



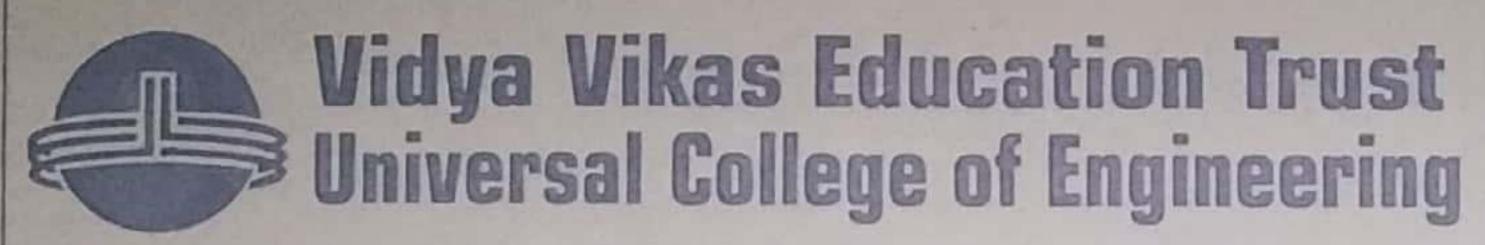
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One area can be characterized as the protection of distinctive signs, in particular trademarks (which distinguish the goods or services of one undertaking from those of other undertakings) and geographical indications (which identify a good as originating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



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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 t erm (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.