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INTELLECTUAL PROPERTY AND COPYRIGHT

Learn More 

WHAT IS INTELLECTUAL PROPERTY?

**“...refers to creations of
the mind, such as
inventions; literary and
artistic works; designs;
and symbols, names, and
images used in
commerce.”**





TYPES OF INTELLECTUAL PROPERTY

- Trademarks
- Patents
- Franchises
- Trade Secrets



Trademarks

is a symbol, phrase, or insignia that is recognizable and represents a product that legally separates it from other products

Patents

is a property right for an investor that's typically granted by a government agency.

Franchises

is a license that a company, individual, or party-called the franchisee-purchases allowing them to use a company's-the franchisor-name, trademark, proprietary knowledge, and processes.

Trade Secrets

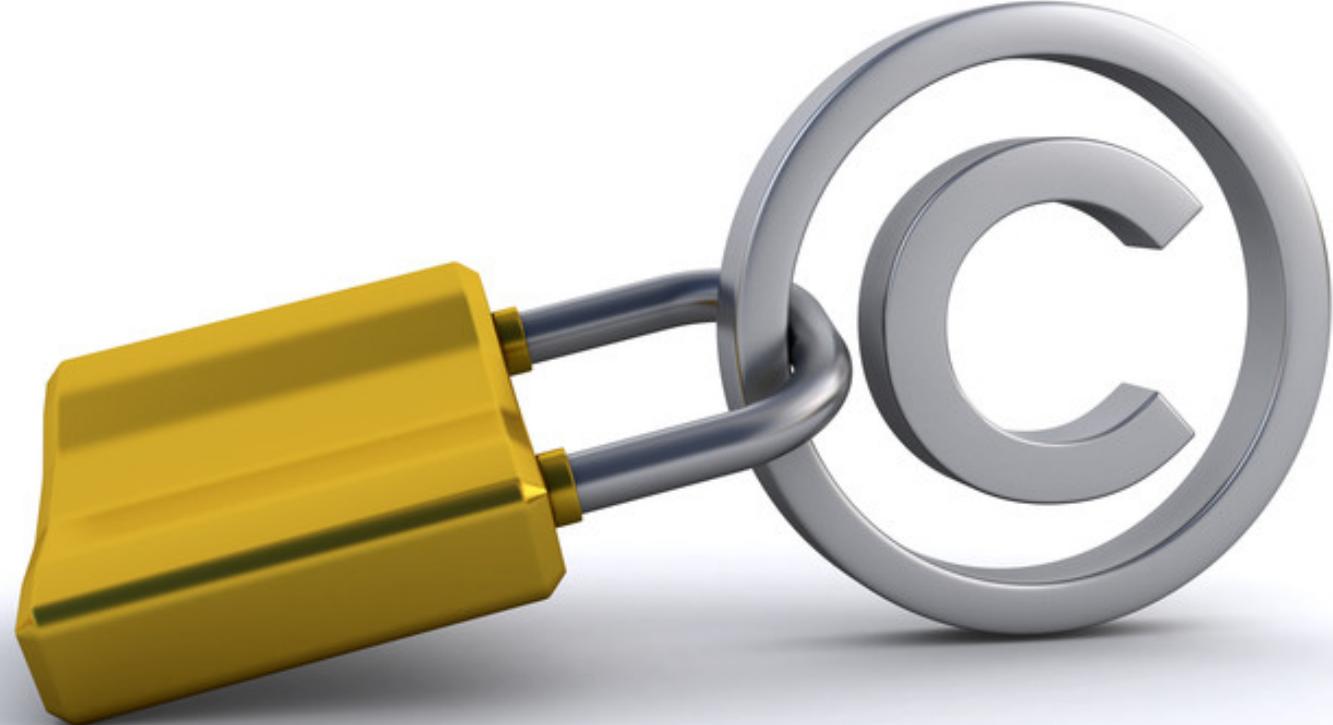
is a company's process or practice that is not public information, which provides an economic benefit or advantage to the company or holder of the trade secret.

Trademark



Examples of Franchises :





WHAT IS A COPYRIGHT?

- original literary, dramatic, musical and artistic work, including illustration and photography
- original non-literary written work, such as software, web content and databases
- sound and music recordings
- film and television recordings
- broadcasts
- the layout of published editions of written, dramatic and musical works



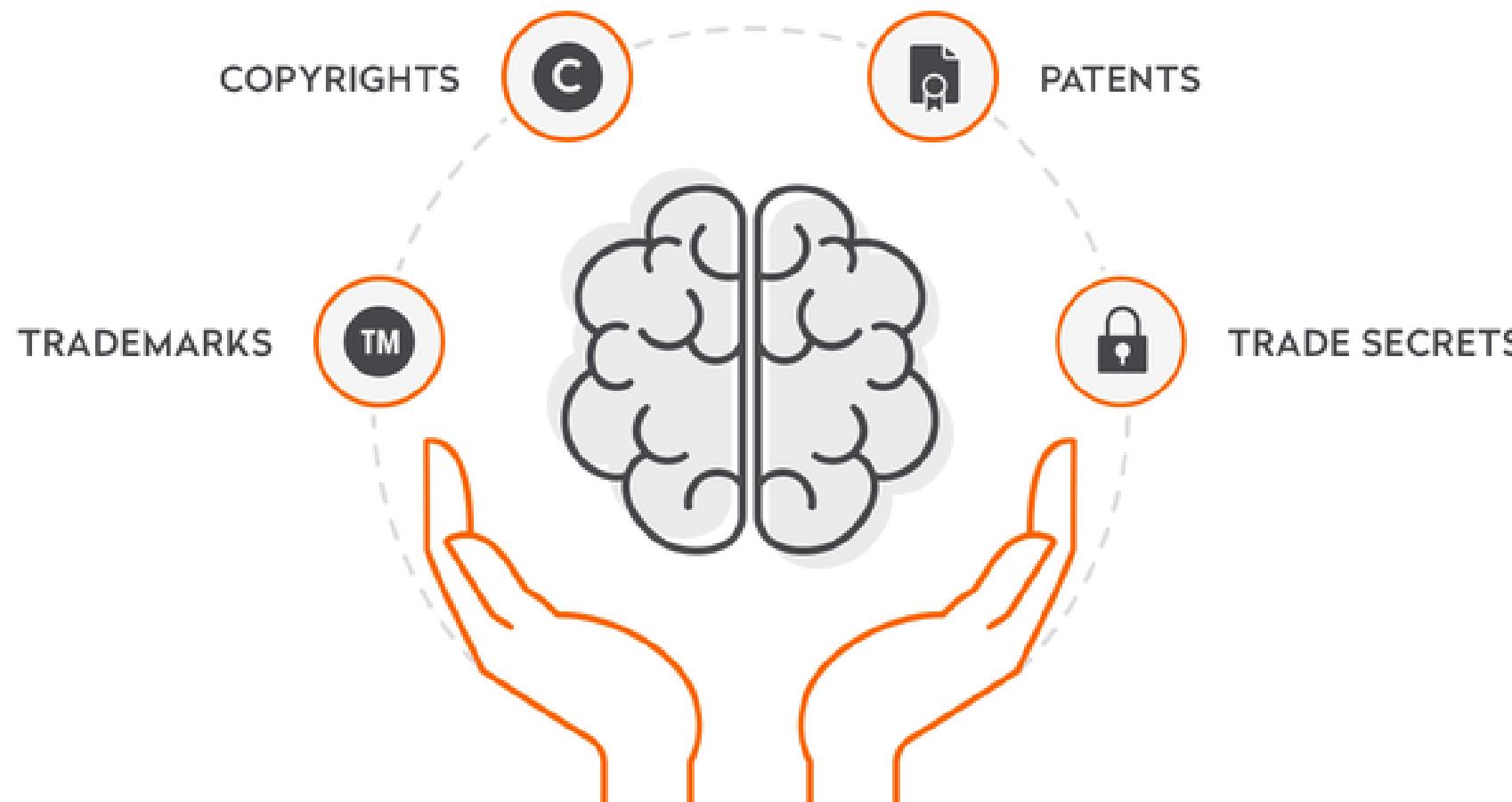
HOW COPYRIGHT PROTECTS YOUR WORK

Copyright prevents people from:

- copying your work
- putting it on the Internet
- distributing copies of it
- renting or lending copies of your work
- showing your work in public
- making an adaptation of your work



Intellectual Property Law



COPYRIGHT AS INTELLECTUAL PROPERTY PROTECTION



**THANK YOU
FOR
LISTENING!**