

# (Intellectual Property Rights)

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## IPR

It refers to a legal framework that grants exclusive rights to individual or entities for their creations or inventions. These rights are <sup>intended</sup> provided to protect innovation and creation by providing legal protection & control over various forms of intellectual property.

Intellectual property can include inventions, trademark, designs etc.

The purpose of IPR is allow creators and inventors to have control and ownership over their intellectual creations and to provide them with the benefits <sup>of</sup>, financially and commercially from their work.

## Copyright Law

Copyright law is a legal framework that grants exclusive rights to creators of original works giving them control over the use and distribution of their creations.

It aims to encourage creations and innovation by providing legal protections to authors, artists, musician, software developers, creators etc.

Key aspects of copyright law are

1) Copyright law protects original works of authorship.

2) It grants exclusive rights to creators such as right to reproduce, display, distribute and perform their work.



- 3) Copyright law is automatic upon creation and generally last long for the lifetime of the creator plus a certain no of years after death.
- 4) Fair use / fair dealings expectations allow limited use of copyrighted works without the permission for purpose of education, research.
- 5) Copyright infringement occurs when someone use copyright work without permission.
- 6) Copyright owners can ~~not~~ take legal actions against infringers to seek remedies and damages.
- 7) Copyright law aims to balance the rights of creator with public's access to creative work.
- 8) International agreements make minimum standards of copyright protection among member countries.

### Patent Law

Patent law is a legal framework that grant exclusive rights to inventors for their inventions for a limited period of time. It aims to encourage innovation by granting inventors ability to prevent others from making, using or selling their inventions without permissions. Patent protect new and useful inventions granting inventors right to control and profit from their creations.

To obtain a patent inventor must meet specific criteria. Once granted, a patent is provided legal protection and allows inventors to enforce their rights.

Different types of patents are

- 1) Utility patent  
These protects new and useful inventions such as processes, machines or composition of matter.
- 2) Design patents  
These protects the unique visual appearance or design of the product.
- 3) Plant patents  
These protects the new and distinct plant varieties that are asexually reproduced.
- 4) Software patents  
These protects software inventions and computer related innovations.

### Trademark

Trademark is recognized as a symbol, sign, word or phrase that distinguish goods and service of one party from those of others. It serves as a form of intellectual property protection for brands and helps consumers identify products or services of a particular source or company.

Trademark are recognizable signs, symbols, words or phrase that distinguish goods or services of one party from others.

They protect brand names, logos, slogans and other features.

Trademark provides legal protection and prevent others from using similar marks that may cause confusion.

Trademark protection can last indefinitely as long as the mark is used and maintained.

Trademark owners can take legal actions against infringers and can seek remedies and damages.

Trademark right can be protected internationally through treaties and agreements.

Trademark helps to build brand recognition, reputation and consumer loyalty.

### Types of Trademark

#### 1) Word mark

These are trademarks consisting of words or letters eg Apple, Nike.

#### 2) Logo mark

These are trademark consisting of symbol, design or image eg Apple logo.

#### 3) Slogan Marks

These are trademarks consisting of catchy phrase for a brand.

eg "I'm loving it" for McDonalds.

#### 4) Shape Marks

These are trademarks consisting of unique shapes of products or packaging of a brand.

eg bottle shape of Coca-Cola.

#### 5) Color Marks

These are trademarks consisting of specific color or color combinations that are used as an identity for a particular brand.

eg red & white color for Coca-Cola.

Note These are few <sup>types of</sup> trademarks.