

Legal Issues and Intellectual Property

What do you see as the pros and cons of setting your business up as a limited company?

Pros:

- Limited Liability
- Easier to borrow money
- Can raise risk capital through additional stakeholders
- Can be sold on
- Pays corporation tax (lower than personal tax)

Cons:

- Must comply with companies or corporations acts
- Greater Regulation
- Greater disclosure of information

You want to set up a new night club in Durham City, what licenses might you need and which organizations would you need to include in consultations?

- Alcohol licence - Government
- Music licence - PPL PRS
- Consult city council

In a group project you think you've invented the ultimate super rucksack every student needs; what aspects of it are you going to want to protect and where and how?

- Patent any unique features
- Trademark logo and brand name
- Registered design of the whole design

In the case study there are high sums and high issues at stake. The authors ask: "1) did patents spur technological innovation, and 2) did the intellectual property constraints of PCR affect its dissemination?" (Fore et al, 2006: 12) Discuss.

Did patents spur technological innovation?:

- Potentially, they mean that all the effort going into research can be exploited by the same company, rather than another company getting all the research and development for free
- However by protecting it, there can be no further development to it, apart from by the same company, limiting innovation

Did IP constraints of PCR affect its dissemination:

- Statistics suggest not, however it is difficult to tell, as it can only be compared to other non protected items