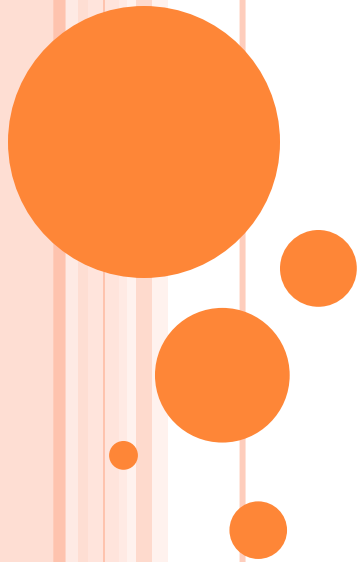


# INTELLECTUAL PROPERTY PROTECTION

Patents, Trademarks &  
Copyrights



# INTELLECTUAL PROPERTY

- **Intellectual property** (IP) is a category of **property** that includes intangible creations of the human intellect. There are many types of **intellectual property**, and some countries recognize more than others. The most well-known types are copyrights, patents, trademarks, and trade secrets.



# INTELLECTUAL PROPERTY PROTECTION

- Intellectual Property Protection generally means **protection** on items such as **inventions, innovations, artistic works, symbols and images.**
- It is possible to protect intellectual property by using **legislative processes** such as patents, trademarks and copyrights and this can be registered in either one country or across multiple jurisdictions.



- It is important to protect intellectual property and to have a **legislative way** of protecting intellectual property as it firstly protects the rights of a person or company whom has developed the intellectual property and secondly it is crucial in **encouraging innovation**.
- Without a thorough legislative mechanism to protect intellectual property businesses and individuals would not **maximize the full benefits** and fiscal rewards of their inventions and this in turn would lead to **less research and development**.





- The main types of intellectual property protections include patents, trademarks and copyrights.
- **Patents** are generally used to **protect inventions and to stop other people** from being able to **copy** them.
- **Trademarks** are generally used with regards original designs and offer legal protection on items such as **logos, branding and artwork**.
- Finally, **copyrights** afford protection on original works of creativity such as the invention of characters within books and television series to pick a few examples and the stories associated with books and television programmes.



- It protects against the **unauthorized use** of those characters or stories without the original creator's consent.
- Intellectual property protection is generally handled by specialist intellectual property lawyers whom are specialists in their own countries or regions intellectual property laws.
- It is often important to consider this area of important protection as soon as possible from the early stages of development.

