

# Protecting intellectual property - understanding and using trade marks, patents, design, and copyright in business

## ICSA Pub. - Intellectual Property Examples



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Cary, Richard, -- 1717-1790.

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## Intellectual Property 101

Intellectual goods protected by copyrights include poetry, music, songs, motion pictures, novels, architecture, paintings and even computer software and digital creations. This means that keeping in control and protecting intellectual property has become more important than ever, as IP disputes are continuing to rise globally. Trademarks expire after 10 years, and renewal terms are 10 years.

## Business Trademarks, Copyrights, Patents, and Intellectual Property

Copyrights are used to protect architectural works, motion pictures, sound recordings, musical works, pictorial works, and graphics. Most IP rights are territorial, meaning, for example, a U.

## Trademark, Patent, or Copyright?

Licensing Negotiating a license is sometimes difficult because you must assign a dollar value to the intellectual property.

## Intellectual Property 101

Unlike the creative property protected by copyrights or trademarks, practical designs and inventions are only protected when a patent is granted by the USPTO. To comply with federal labor statutes, keep your policy short and to the point.

## Copyrights, Trademarks, and Patents: What and Why

Before receiving approval from the USPTO, companies and people can use the TM symbol to indicate ownership of the mark.

## **Intellectual Property Rights In eLearning**

You can't stop a software engineer from working in the computer industry or a photographer from taking pictures. When reviewing patent applications and violations, the USPTO will usually default to the individual who submitted the application first, since proving who used something first is nearly impossible.

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