

# Intellectual Property Licensing & Software

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# Intellectual Property (IP)

- IP are intangible human creations
  - Animal and AI creations don't count!
- Many products have IP
- Some are obvious (music, movies, software)
- Some are not obvious (smells, vegetables)

# Protecting Intellectual Property

- Four pillars of protecting IP
  - Trademarks
  - Trade Secrets
  - Copyrights
  - Patents

# Using Intellectual Property

- The use of IP is negotiated through Licensing
  - Via a contract between IP owner and the user
- Licensing controls every aspect IP's use
- As an IP user:
  - You never buy the IP, so you never own it
  - You only buy a revocable license to use it
- Using software puts you under its license(s)

# Groupings of Software Licenses

- Proprietary
  - Anything goes
  - Freeware / Shareware / Freemium
- Free and Open Source
  - “Permissive”: e.g. MIT/BSD-like
  - “Copyleft”: e.g. GPL-like