

Intellectual Property Rights (IPR)

Your Name

Your Institution

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What are Intellectual Property Rights?

- Intellectual Property Rights (IPR) are the rights given to persons over the creations of their minds.
- These rights usually give the creator an exclusive right over the use of their creation for a certain period.
- Types of IPR include copyrights, patents, trademarks, and trade secrets.

Why is IPR important?

- Encourages innovation and creativity.
- Provides economic incentives for creators.
- Ensures legal protection against infringement.

1 Copyrights:

- Protects original literary, artistic, and musical works.
- Duration: Life of the author plus 70 years.

2 Patents:

- Protects inventions and innovations.
- Grants exclusive rights to the patent holder for 20 years.

3 Trademarks:

- Protects symbols, logos, and brand names used to distinguish goods and services.
- Renewable every 10 years.

4 Trade Secrets:

- Protects confidential business information.
- No formal registration required, but legal protection is available.

What is Copyright?

- Copyright protects original works of authorship such as literary, dramatic, musical, and artistic works.
- The rights granted include the right to reproduce, distribute, perform, and display the work publicly.
- Copyright automatically applies once the work is created and fixed in a tangible form.

Examples:

- Books, music, paintings, films, software.

What is a Patent?

- A patent is an exclusive right granted for an invention that is new, involves an inventive step, and is industrially applicable.
- The patent holder has the exclusive right to make, use, or sell the invention for 20 years.
- To obtain a patent, an application must be filed with the patent office, disclosing the invention.

Types of Patents:

- Utility patents: Protect new inventions or functional improvements.
- Design patents: Protect the appearance of a product.
- Plant patents: Protect new varieties of plants.

What is a Trademark?

- A trademark is a recognizable sign, design, or expression that identifies products or services of a particular source.
- Trademark protection prevents others from using similar marks that may confuse consumers.
- Trademarks are registered through the national trademark office and can be renewed indefinitely every 10 years.

Examples:

- Company logos, product names, slogans.

What is a Trade Secret?

- A trade secret is any confidential business information that provides a competitive edge.
- Trade secrets are not registered like patents or trademarks, but they are protected through non-disclosure agreements and other legal frameworks.
- To qualify as a trade secret, the information must be:
 - Secret (not public knowledge),
 - Valuable because it is secret,
 - Subject to reasonable steps to keep it secret.

Examples:

- Coca-Cola formula, customer lists, marketing strategies.

- **Copyrights:** Automatically protected upon creation, but can be registered for additional benefits.
- **Patents:** Requires filing an application with the national patent office.
- **Trademarks:** Requires filing an application with the trademark office and regular renewal.
- **Trade Secrets:** Protected by keeping the information confidential and using legal agreements like NDAs.

- The World Intellectual Property Organization (WIPO) oversees global IPR laws and treaties.
- Major treaties include:
 - Berne Convention for the Protection of Literary and Artistic Works (copyrights),
 - Paris Convention for the Protection of Industrial Property (patents and trademarks),
 - TRIPS Agreement under the WTO.

Conclusion

- Intellectual Property Rights are essential for encouraging innovation and protecting creators' rights.
- Understanding the different types of IPR and the mechanisms for protection can help individuals and businesses safeguard their creative works.
- Compliance with international frameworks ensures that creators are protected worldwide.

Thank You!