PATENTS 'INVENTIT. PROTECTIT.'

All inventions begin with an "idea". Once the idea becomes an actual product you can apply to the Government of India for a patent to protect the product and/or the process to make the product.

You should protect your invention by patenting it so that you can prevent others from stealing, claiming, cloning or selling your idea! A patent lasts for 20 years. In return, you have to disclose your invention to the public so that everyone can benefit from it.

What can be patented?

- An 'invention' and not a 'discovery'
- A product or a process that is new or 'novel' and different from what is available
- Something that has a 'use' and can be 'made' in an industry or on a commercial scale







Hey, friends! I invented a machine that makes it possible for humans to talk to animals. By patenting it, I could protect my invention from others and sell it in the market. Now, I am an inventor, a patent holder AND a business owner!

NO KIDDING!



Hridayeshwar Singh Bhati of Jaipur obtained a patent for his invention of six-player circular chess at the age of 9



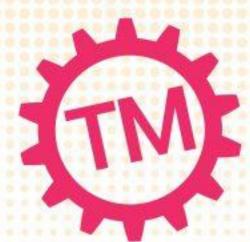
Popsicles were invented by Frank Epperson of USA when he was only 11 years old



Louis Braille was only 15 years old when he invented braille, a system of reading and writing used by the blind







TRADEMARKS 'KNOW YOUR BRAND'

A trademark is any word, name, or symbol (or their combination) that lets us identify the goods made or services offered by an individual, firm, society, trust, or company. In a single word, trademarks, such as a brand or logo, can let you know everything about a company's reputation, goods and services.

Imagine if there were no trademarks. How would you identify your favourite brand of shoes, video games, smart phones, or pizza?



Much like your name is a big part of your identity, a trademark defines the identity of the goods or services it is used for.





DON'T FALL FOR FAKES!

A fake or "counterfeit" product is an exact copy of a genuine product (with the same trademark, logos and colours) or so similar, that it leads you to mistake it for the real product. Counterfeit products:

Use poor quality materials

Cannot be returned to the seller

Have not been tested properly and can affect your health and safety

How will I know if I'm buying real or fake? One way to know for sure if you are buying the real deal is to buy from an authorised dealer or official website.

TRADEMARK FUN FACTS



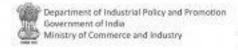
It is thought that blacksmiths who made swords in the Roman Empire were the first users of trademarks



BUBBLEWRAP is a registered trademark for packing material



A trademark registration can last FOREVER if you keep renewing it









COPYRIGHT 'TO COPY IS WRONG'

Copyright is an Intellectual Property Right that protects all 'original' literary, dramatic, artistic and musical works. This type of Intellectual Property protects and rewards creativity of authors and artists.

The next time you click a photograph, write a story or compose a song, know that it is protected by 'Copyright' and no one can copy it without your permission.



Photos, text, illustrations, movies, music available on the Internet are someone's copyrighted work.

- Respect what belongs to others Using someone else's copyrighted work is called plagiarism, which is a crime.
- Say NO to piracy Always watch movies and listen to music bought from legal websites.
- Create original content It will exercise your imagination, light your creative spark, and inspire others to be original!



COPYRIGHT FUN FACTS



There is no Copyright



An original joke can also be Copyrighted



The world's first Copyright law was made in England in 1710









Intellectual Property is the product of a person's intelligence, creativity, hard work, and skill. It results from an idea that comes to one's mind and is given creative expression.

There is no age to create your own Intellectual Property. In fact, every time you compose a poem, write an assignment, make a painting or sketch that is original, you are creating your own Intellectual Property!

There are 4 main types of Intellectual Property Rights











So, why should I care about Intellectual Property?

Because Intellectual Property:

- Phelps to reward you for your hard work and creativity
- nelps in creating new and interesting inventions
- are creates more job opportunities that build a stronger economy
- M helps you to find your favourite products

Can you match the Intellectual Property Right to the correct object



A. PATENT

B. TRADEMARK

C. COPYRIGHT

D. DESIGN

A. NOVEL

E

B. SHOE DESIGN

C. PHONE



D. Carrie



