

PATENTS

'INVENT IT. PROTECT IT.'

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



Department of Industrial Policy and Promotion
Government of India
Ministry of Commerce and Industry

THINK. CREATE. INSPIRE. LET'S TAKE INDIA HIGHER.





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.

Hi! My name is Amit™



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



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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.

Do you think everything on the Internet is free to use?



It's project time!
I'll just copy images
and text from the
Internet. Easy!



All my friends watch
pirated movies on the
Internet. So, it must be
OK!

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 in ideas



An original joke can also be Copyrighted



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



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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



Patents



Trademarks



Copyright



Designs



So, why should I care about Intellectual Property?

Because Intellectual Property:

- 🏆 helps to reward you for your hard work and creativity
- 💡 helps in creating new and interesting inventions
- 🏢 creates more job opportunities that build a stronger economy
- 👉 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



B. SHOE DESIGN



C. PHONE



D.



Let's discuss why.

To qualify for registration, your design should not be previously published before the date of its application for registration.



RIDDLE ME THIS!

Can you fill in the blanks?

1. A registered design is valid for _____ years.
2. Anything that can be registered as a _____ or _____ cannot be registered as a design.
3. A _____ cannot be protected as a design.
4. _____, _____, and _____ can be protected as registered designs.

Answer Key: calendar, toys/ watches/ clothing, trademark/ copyright, fifteen



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DEPARTMENT FOR PROMOTION OF
INDUSTRY AND INTERNAL TRADE
MINISTRY OF COMMERCE & INDUSTRY,
GOVERNMENT OF INDIA



LET'S HAVE FUN WITH IP

10 Engaging Activities to get started with IP

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ABOUT THE ACTIVITY MODULE

This module consists of various creative and interesting activities that can be used by faculty and trainers in their demonstrations, presentations and extended lectures to help students, academicians, inventors, entrepreneurs and professionals to understand the fundamentals of IP in a better way. The module breaks the conventional monotonous system of training and education by using an interactive learning methodology. These activities are powerful tools for encouraging people to recognise and respect IPRs and connect IP with everyday life experiences.

THINK CREATE INSPIRE



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- www.inta.org
- www.cpam.in

Copyright

Patents

Trademarks

Know the four major
Intellectual Property Rights

What is Intellectual Property?



Intellectual Property is the product of a person's intelligence, hard work and skill.

It is an idea that comes to one's mind and is given creative expression through an object, words, painting, sculpture, video or song.

Inventions, logos, brand names, fashion designs, music compositions, and song lyrics – these are all examples of Intellectual Property.

Why is Intellectual Property important to you?

Imagine you are a storywriter, and have written a new story. What if someone copies your story word-by-word and earns prizes and praise in school for it? It would be so unfair and hurtful!

- Intellectual Property helps to reward the hard work and creativity of inventors, designers, artists, artisans and authors.
- IP helps in creating new and interesting inventions.
- IP helps create more job opportunities, helping build a stronger economy.
- It helps you find your favourite products and makes household items useful and look good.

What is a Patent?

All inventions begin with an "idea".

When an idea becomes an actual product, it is important to apply for a patent registration to the government. That way, your invention is protected and no one can steal, claim, clone or sell your idea.

You can also get a patent for a new process of doing something.

What can be patented?

- An 'invention' and not a 'discovery'
- Something 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



What is a Trademark?

Imagine if all companies or confectionaries didn't have names or logos on their bottles, cans or wrappers. How would you know which is which?

It is important for goods to have a trademark. Trademarks help us differentiate the goods or services of one entity from the goods or services of another entity.

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.

Know more about the types of Trademarks:

- Logo
- Packaging
- Word Mark
- Certification Mark
- Label
- Service Mark

Non-Traditional Trademarks: A sound, smell, colour, colour combination or a shape can be a trademark under certain circumstances



Do you know about counterfeiting?

Counterfeiting is illegally making and selling a fake product that is an exact copy of a genuine product (with the same words, logos and colours) or so similar, that you mistake it for the real product. Such a fake product is also called a "counterfeit" product.

