

Part One: Introduction to IPRs

General Overview

In this part, students focus on the basic building blocks of intellectual property law. They will participate in an interactive strategy and connect intellectual property with everyday life.

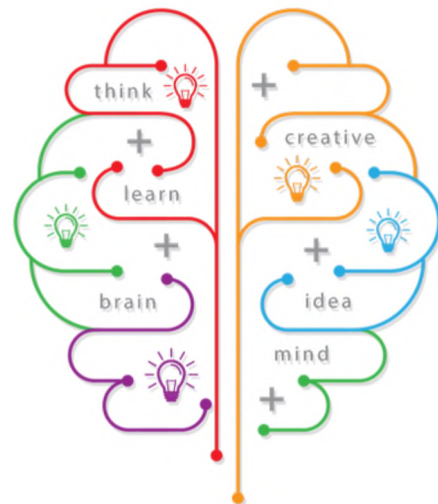
General Outcome

As a result of this part, students will be able to:

- Identify reasons to protect intellectual property;
- Define intellectual property;
- Identify patents, copyrights, trademarks and designs found in everyday experiences;

Slide 1

What is Intellectual Property?

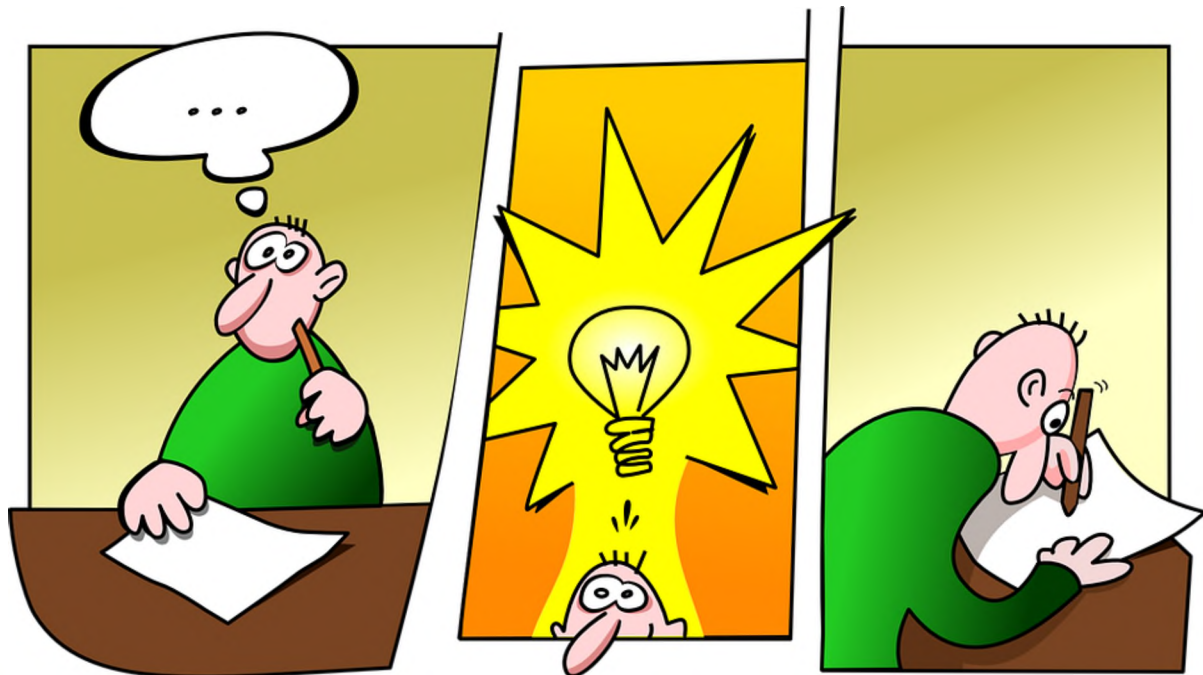


Notes:

Intellectual property (IP) is all about the products of the human mind. All inventions or creations begin with an "idea". However, ideas by themselves hold little value; they

need to be developed, converted into novel products or services and commercialized successfully to earn profits and benefits. When an idea is given an expression, it becomes your 'Intellectual Property' (IP). IP refers to the product of human creativeness and skill.

Intellectual Property is of two types –



<https://pixabay.com/en/idea-invention-inventor-thinking-152213/>

- ✚ Intangible Property: Products which cannot be touched but remain a fundamental part of our minds. It includes ideas traversing in diverse fields.
Examples: Music, Lyrics, Inventions, Poem, etc.
- ✚ Tangible Property: Products that can be touched or felt in physical form.
Examples: Phones, Cars, Homes, Land, etc.

The following types of Intellectual Property Rights are recognized in India:

						
Design	Copyright	Patent	Trademark	Geographical Indication	Plant Variety	Semi-Conductor Integrated Circuit Layout Design