


was a need felt to increase efficiency of work. This wheel underwent various technological advancements, and today, we know various successful business tyre giants; can you name a few?

Whether a business is establishing its presence in the marketplace or is already well-entrenched, protecting and managing its intellectual property is critical in ensuring its sustenance in the market, otherwise it will simply stagnate and wither away. It is equally essential to respect others' IP, not only on ethical grounds, but also legal. After all, respect for others' IP begets respect for one's IP.

To sum up, let us take the example of a single product that we all use every day – a smart phone. Let us look at the various types of intellectual property rights that might be involved here:

***\*This is a 5 minute exercise and you may conduct the same in class.\****

-  PATENTS – Patent protection for new, inventive technology used in phone
-  TRADEMARKS – Trademark protection for the trademark (or logo) on the phone
-  COPYRIGHT – Copyright protection for the advertisement of the phone
-  DESIGNS – Design protection for the eye-catching phone case or cover

### **Additional Notes:**

As mentioned earlier, like any other property, stealing, copying or imitating another's IP causes personal and national loss. Both piracy and counterfeiting are the bane of any society, as they discourage innovation and creativity. Further, today in the age of internet, physical barriers have ceased to act as a sufficient deterrent to trade in illicit goods and services; online IP crimes pose an even greater challenge.

## Slide 29

What do you receive when you file and register a Patent, Trademark, Design or Copyright?



Trademark  
Certificate



Patent  
Certificate



Design  
Certificate



Copyright  
Certificate

## Notes:

This is a demonstration slide.

## Slide 30

How can you help intellectual property?

Be  
Innovative

Think  
Outside  
the Box

Buy Real

Produce  
Original  
Work