

THINK CREATE INSPIRE



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

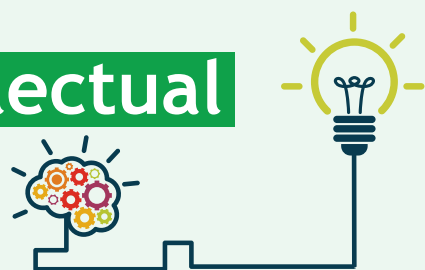


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- www.inta.org @INTA



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 design, 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.

