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1. What is the basic criteria that make products/services to qualifies for the intellectual property rights protection?

ANSWER:

Determine whether the intellectual property in question is directly related to the firm’s competitive advantage.

Decide whether the intellectual property in question has value in the marketplace.

Useful: It must have utility

Novel: It must be different from what comes prior.

Not obvious: it must be not obvious to a person of ordinary skill in the field.

Is not known outside the company.

Is known only inside the company on a “need-to-know” basis

Is safeguarded by stringent efforts to keep the information

confidential

Is valuable and provides the company a competitive advantage

1. What are the intellectual property rights that protects the products of designers and artists?

ANSWER:

**INTELLECTUAL PROPERTY RIGHTS:**

Intellectual property rights are legal rights that provide creators protection for original works, inventions, or the appearance of products, artistic works, scientific developments, and so on.

**PROTECTION OF PRODIUCTS OF DESIGNERS and ARTIST:**

**FOR ARTISTS:**

The intellectual property rights that products of artists are copyright. A copyright is the right to copy. It protects original works of authorship such as books, art, and other creative works. Software generally falls under copyright protection. A copyright gives the rights holder the exclusive right to reproduce, adapt, distribute, perform, and display the works.

**FOR DESIGNERS:**

The intellectual property rights that products of designers are registered designs. A **registered design** protects the visual appearance of a product or item and gives you exclusive **rights** for that appearance to the extent that, if necessary, there is a legal **right** to stop an unauthorized party from producing or using your **design**.