

01/12/2022 Lecture 1

Maskwork. Chips, dell, HP. If you have a chip business, you can get a MW Assignment??

Design Patent. (non functional aspects) Utility Patent. (functional aspects)

Recognizing IP. recognition of IP within your product.

3 steps. Page 96 of pdf. Topic 5.3...

later notes...

Trade Secret, Anything that can be kept secret. Coke formula, KFC sauce formula. Trademark, used for identification of goods and services, KFC mcdonalds Copyright, works of authorship, writing. Software, music art Utility Patent, Maskwork, IC Chips Design Patent, non functional parts coke bottle.

Recognising When a want or a problem is solved in the marketplace, it is a candidate for IP and rights should be pursued. How is IP recognized? Identify in your business what customers find different in your business than others. dissect processes and systems to understand how things are better distinctive and unique Its not necessary that your alternative unique solutions are only useful to you. You can identify an IP that might be useful for other businesses. If IP assets are properly identified and protected, it makes a business attractive to investors and an entrepreneur can go to more rounds of VC funding.

Trade Secret AS long as it can be kept a secret, a trade secret can be kept a secret. There are no specific laws that protect TS, because of its nature. Some states do however have laws. But they are very conditional. as to how trade secrets are stored and how much effort is employed to keep them a secret.

Patents

Design patents, manufacturers stopping other manufacturing others Plant patents concerning plants Utility petty patents

copyright They come into form as long as a work of authorship is put in reading or visuall perceivable form. Reg. not necessary.