

**INK IDEE**

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# Intellectual Property Rights

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INK IDEE

PATENT & TRADEMARK ATTORNEYS

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**WHAT IS?**

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# IPR ECOSYSTEM - types

## Various IA in one successful product



## IPR ECOSYSTEM - types

### **Kodak**

- |                               |                                     |
|-------------------------------|-------------------------------------|
| • <b>Brand name</b>           | - <b>Trademark Act</b>              |
| • <b>Packaging</b>            | - <b>Copyright Act</b>              |
| • <b>Camera Body</b>          | - <b>Designs Act</b>                |
| • <b>Logo</b>                 | - <b>TM &amp; Copyright Acts</b>    |
| • <b>Literature</b>           | - <b>Copyright Act</b>              |
| • <b>Improved Shutter</b>     | - <b>Patent Act</b>                 |
| • <b>PCB's</b>                | - <b>Inte. Cir. Layout Des. Act</b> |
| • <b>Film Coating Process</b> | - <b>Protection of Confi. Info</b>  |



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# IPR ECOSYSTEM - types

**TRADEMARK**

**DESIGN**

**COPYRIGHT**



**PATENT**

## IPR: IDENTIFYING SUBJECT MATTER

- **TRADEMARKS** - Protects a **name, brand or logo** that is used in a commercial application to distinguish one company from another [for **life**; renewable every **10** years]
- **PATENTS** - Set of **exclusive rights** granted to an inventor or its assignee in exchange for a public disclosure of an invention. [**20** years]
- **COPYRIGHTS** - Type of IP protection that covers **works of art** and any other **artistic expression** of ideas or concepts [**life** of author + **60** years]
- **DESIGNS** - Type of IP protection that covers the **visual aesthetics** or the **aesthetics** of any product [**10** years + **5** years]

## IPR: IDENTIFYING SUBJECT MATTER

- **GEOGRAPHICAL INDICATIONS** - Signifies to the name or sign, used in reference to the **products which are corresponding to the particular geographical area** or somewhat related to the origin like town, region or nation [for **life**]
- **PLANT VARIETY** – Protects new **varieties of plants** [**15 - 18** years]
- **SEMICONDUCTOR LAYOUT** – Protects **layout-designs** of the Integrated Circuits [**10** years]

## IPR: IDENTIFYING SUBJECT MATTER

- **TRADE SECRETS** - Protects a formula, pattern, any instrument, design which is kept **confidential** and through which any business or trade can edge over its rival and can enjoy economic gain
- **CODE** – **quality** of code; compliance with various **licenses** [GNU License, copyleft, Common Development and Distribution License, etc.]
- **HUMAN RESOURCES** – organizational ethics and behaviour, hierarchy, etc.



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...IN THE END

The best method to predict the future is to  
invent it!!

and

The best way to **OWN** the invention is to  
**PROTECT** it!!

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