



Major Areas of Intellectual Property

Intellectual Property creations can exist in a variety of forms and understanding the basics of each form is the foundation to the success of an aspiring business. To help you understand better, below is a summary of the major areas of Intellectual Property.

Trade Mark

A mark is a distinctive conceptualisation of a sign used to identify or distinguish goods or services of its *registered owner* from that of another trader. A mark may be a label, signature, shape, colour, get-up etc. either in two or three dimensions. In short, a Trademark is what we like to call 'a *valuable image*'

Copyright

Copyright is a protection that covers published and unpublished literary, scientific and artistic works, whatever the form of original expression, provided such works are fixed in a tangible or material form. This means that if you see it, hear it or touch it - it may be protected. If it is a movie, a song or a funky original dance move, a HTML coding or a computer graphic capable of being set on paper, recorded on tape or saved to a hard drive, it may be protected.

Industrial Design

An Industrial Design is the ornamental or aesthetic aspect of an article. The design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or colour. For example, a well-designed car is not just a pleasure to drive, but a pleasure to look at as well. This can be said for almost every manufactured product. Its success in the market place will depend not only on its functionality, but on its visual appeal as well. That is why manufacturers invest a great deal of money and know-how in Industrial Design and why an original design is considered valuable Intellectual Property.

Patent

A Patent is an exclusive right granted for an invention, which is a product or a process that provides a new way of doing something, or offers a new technical solution to a problem. Patented inventions have, in fact, pervaded every aspect of human life, from electric lighting (patents held by Edison and Swan) and plastic (patents held by Baekeland), to ballpoint pens (patents held by Biro) and microprocessors (patents held by Intel) for example.