

IP FOR BUSINESS

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What is Intellectual Property?

According to the World Intellectual Property Organization (WIPO), the global forum for IP services, information and cooperation and a specialized agency of the United Nations.

- Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.
- IP is protected in law by, for example, [patents](#), [copyright](#) and [trademarks](#), which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.
- Other IP rights include Industrial Designs, Plant Varieties, Traditional Knowledge, Geographical Indications, Trade Secrets.

Types of IP

COPYRIGHT -

Copyright is a legal term used to describe the rights that creators have over their literary and artistic works. Works covered by copyright range from books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings.



TRADEMARKS -

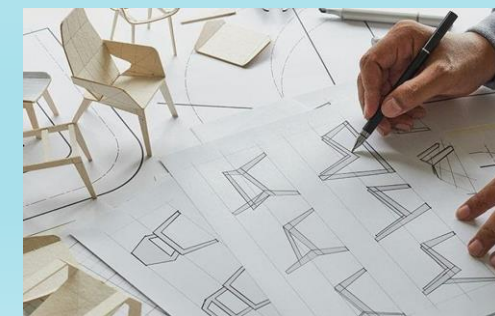
A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks date back to ancient times when artisans used to put their signature or "mark" on their products.



TRADE SECRETS - Trade secrets are IP rights on confidential information which may be sold or licensed. The unauthorized acquisition, use or disclosure of such secret information in a manner contrary to honest commercial practices by others is regarded as an unfair practice and a violation of the trade secret protection.



INDUSTRIAL DESIGN - An industrial design constitutes the ornamental or aesthetic aspect of an article. A 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 color.



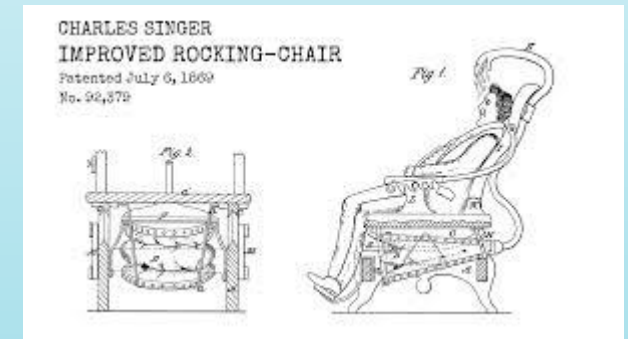
Types of IP

GIs - Geographical indications and appellations of origin are signs used on goods that have a specific geographical origin and possess qualities, a reputation or characteristics that are essentially attributable to that place of origin. Most commonly, a geographical indication includes the name of the place of origin of the goods.



PATENTS - A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem. To get a patent, technical information about the invention must be disclosed to the public in a patent application. The protection is granted for a limited period, generally 20 years from the filing date of the application. Patents are territorial rights. Therefore, exclusive rights apply where patent has been filed and granted, in accordance with the law of that country or region.

Patent protection means that the invention cannot be commercially made, used, distributed, imported or sold by others without the patent owner's consent.



IP FOR BUSINESS

- An understanding of intellectual property (IP) can help your business become more competitive and manage IP related risks.
- The IP system has an important role to play in helping you:
- **protect innovative** products and services;
- **increase the visibility**, attractiveness and value of your products on the market;
- **distinguish your business** and its products from the competition;
- **access technical and business information** and knowledge;
- **avoid the risk** of unknowingly using third party proprietary content or inadvertently losing your own valuable information, innovations or creative output.

Understanding the Benefits of Intellectual Property (IP)

A single product can be protected by various forms of IP rights. Together, these IP rights protect your innovation and nurture your brand. They are an important tool for maintaining and strengthening your competitive edge and expanding your market share.

- **Defending your competitive space**
- **Visibility in crowded markets**
- **Securing Financing**
- **Entering foreign markets**
- **Settling disputes**

The Process

Idea/
Creation/
Invention

IP Audit/ Due
Diligence

IP Portfolio
Management
& Branding

EQUITY DOES
NOT AID THE
INDOLENT

THANK YOU!

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