

# INTELLE©TUAL PROPE®TY

“Protecting The Federation: Are We  
Covered?”

# INTELLECTUAL PROPERTY

- ◉ Creations of the mind industry
- ◉ Book, Poem
- ◉ Paintings
- ◉ Music, e.g “Hot Hot Hot”
- ◉ Logos and slogans
- ◉ Recipes Customer Lists
- ◉ Inventions

# CATERGORIES OF INTELLECTUAL PROPERTY

Includes;

- ◉ TRADEMARKS
- ◉ PATENTS
- ◉ TRADE SECRETS
- ◉ COPYRIGHT

# COPYRIGHT

- ◉ A right to copy, publish, distribute, modify original artistic, literary and musical works
- ◉ Does not protect Ideas but expression of ideas
- ◉ Titles are not subject to copyright. (E.g, “still home, still nice.” T-shirt Vs Song.

# PATENT

- ⦿ Patent is a limited exclusive right given to inventors to exclude others from making, using or selling his or her invention.

# TRADE SECRETS

- ⦿ Any valuable information that gives its owner an advantage over its competitor.
- ⦿ Includes customer lists, recipes, marketing plans and methods of conducting business
- ⦿ No registration fee is needed
- ⦿ Enjoy a lifetime of protection

# TRADEMARKS

- ◉ Symbol, Name, Design or Combination to Which we identify a Company's products + services.

# TYPES OF TRADE MARKS

- ◉ **Trademarks:** distinguish foods or products-tangible objects
- ◉ **Service-mark:** identify the services or intangible activities e.g. DIGICEL, LIME, American Airlines.
- ◉ **Collective Marks:** indicates membership in a union or other organization. E.g. ZIONS CLUB, ONE WORD ALLIANCE
- ◉ **Certification Marks:** certifies quality, accuracy or some other characteristics of foods or services. E.g U.L:- Underwriters Laboratories Inc: PURE FLORIDA'S SEAL OF APPROVAL

# WHAT CAN BE PROTECTED

- ◉ Words: (Letter Single or Multiple) E.G ORACLE, “we know why you fly”
- ◉ NUMBERS & LETTERS:  
CNN, Datsun120Y, KFC
- ◉ DESIGNS: Nike Swoosh, Smile of a Quaker Like on Quaker Oats.
- ◉ SOUNDS: Roaring won lead beginning of Metro-Goldwyn Mayer Movies, Microsoft sound when computer boots up or shut down.

- ◉ SHAPES

- ◉ Coca-cola bottle registered

# WELL KNOWN TRADE MARKS



# BARS TO REGISTRATION

- ⦿ Immoral or Scandalous Matter
- ⦿ Deceptive Marks
- ⦿ Descriptive Marks
- ⦿ Confusingly Similar Marks

# WHAT CAN YOU DO?

- ◉ Get an expert to conduct on IP Audit
- ◉ From audit take the necessary steps to protect your ID
- ◉ Educate yourself and your staff
- ◉ Develop an ID strategy