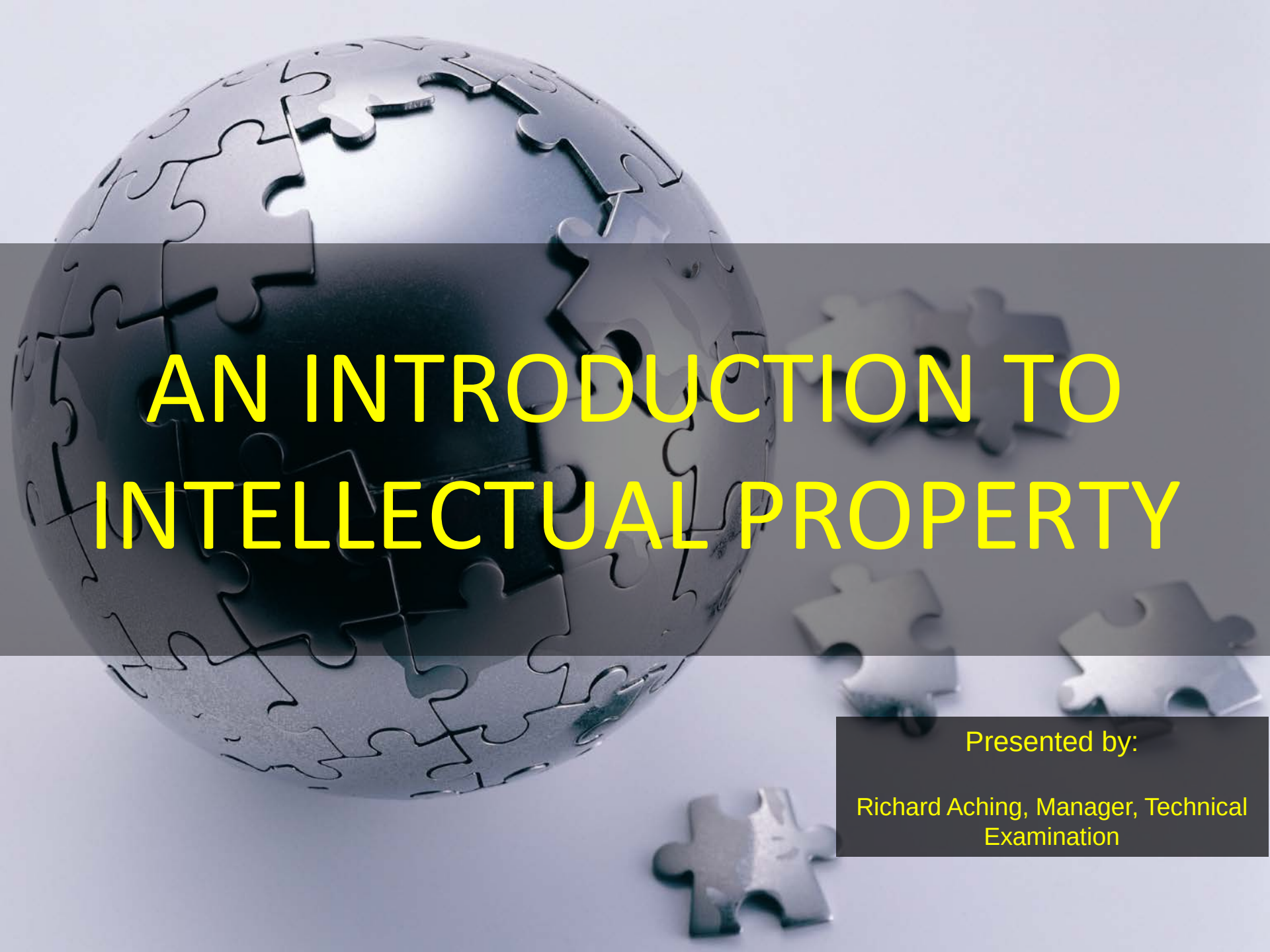


AN INTRODUCTION TO INTELLECTUAL PROPERTY

Presented by:

Richard Aching, Manager, Technical Examination

OUTLINE

- What is Intellectual Property (IP)?
- Functions of the Intellectual Property Office
- Types of IP
- Benefits of IP



What is Intellectual Property?





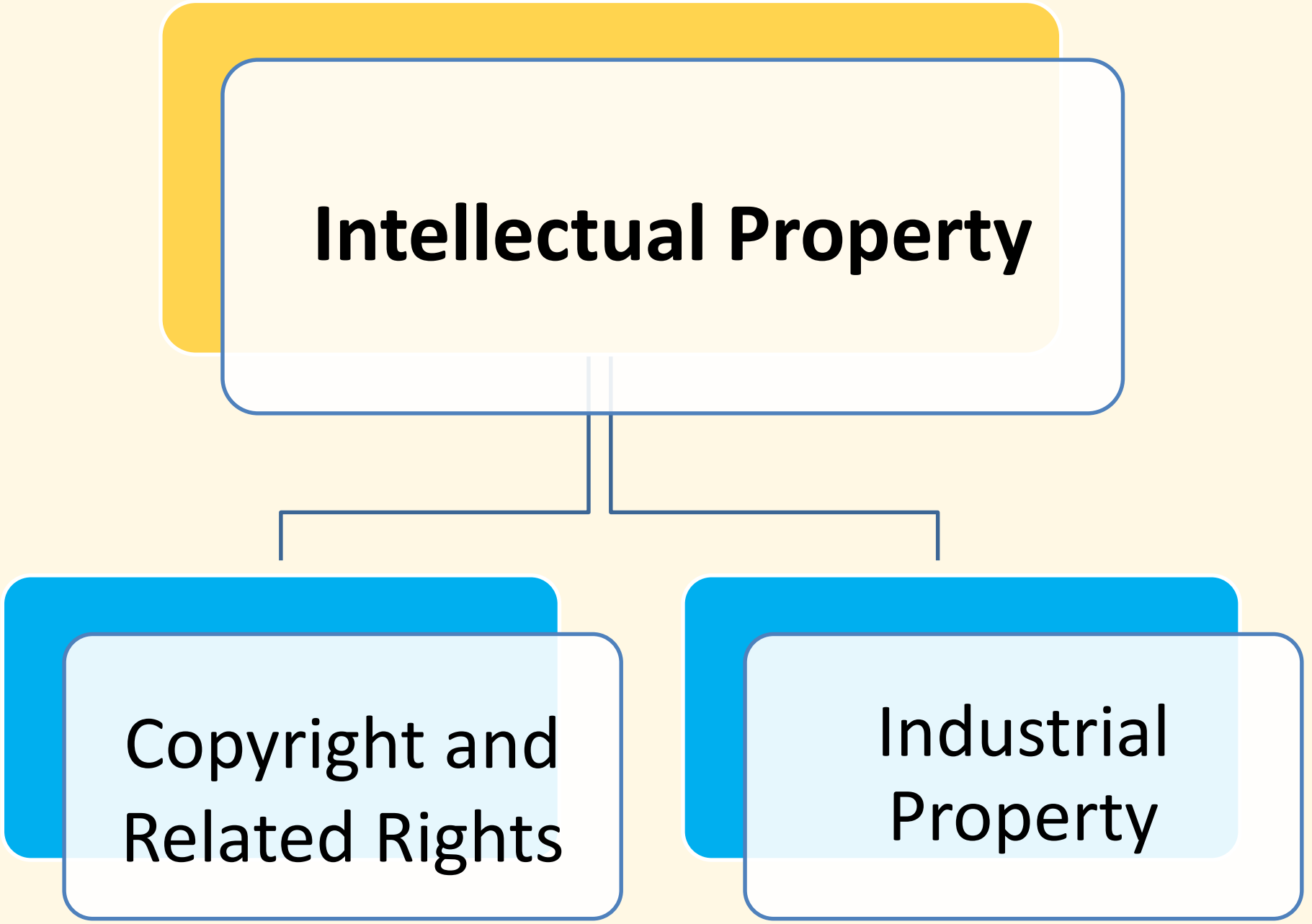
"Owlandc"
The I.P. Owl

Intellectual property (IP) refers to *Expressed* creations of the mind

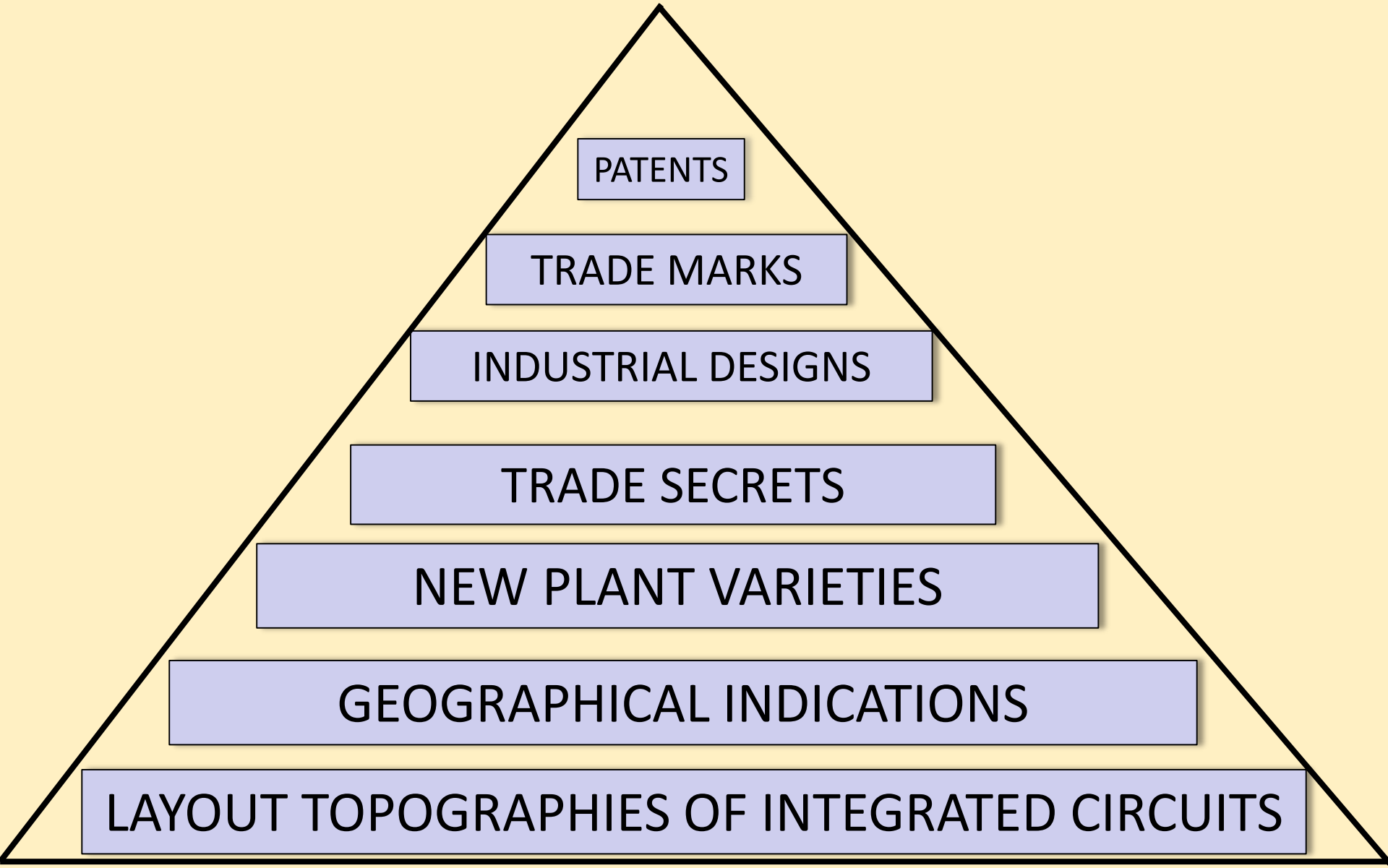
(adapted from the World Intellectual Property Organization (WIPO)

Responsibilities of the Intellectual Property Office (IPO) of T&T

- Granting of IPR's
- Determining of Opposition Hearings
- Making IP information available to the public
- Receipt of International Applications
- Advising the Government
- Patent Information Services
- Public Awareness Campaigns
- Promoting Inventiveness
- Participating in development of International Treaties
- Participating in the development of International Instruments


Intellectual Property
Copyright and Related Rights
Industrial Property

Industrial Property


PATENTS
TRADE MARKS
INDUSTRIAL DESIGNS
TRADE SECRETS
NEW PLANT VARIETIES
GEOGRAPHICAL INDICATIONS
LAYOUT TOPOGRAPHIES OF INTEGRATED CIRCUITS

PATENTS

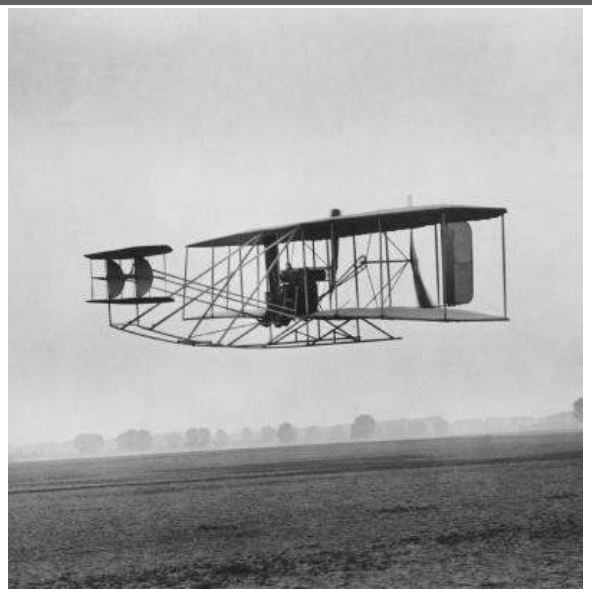
A patent is an exclusive right granted for an **invention**, which is a **product** or a **process** that provides, in general, a new way of doing something, or offers a new technical solution to a problem.

(World Intellectual Property Organization)

1. Patents protect inventions.

2. An invention is a new technical solution to an existing problem (process/product).







Criteria for Protection

Novelty

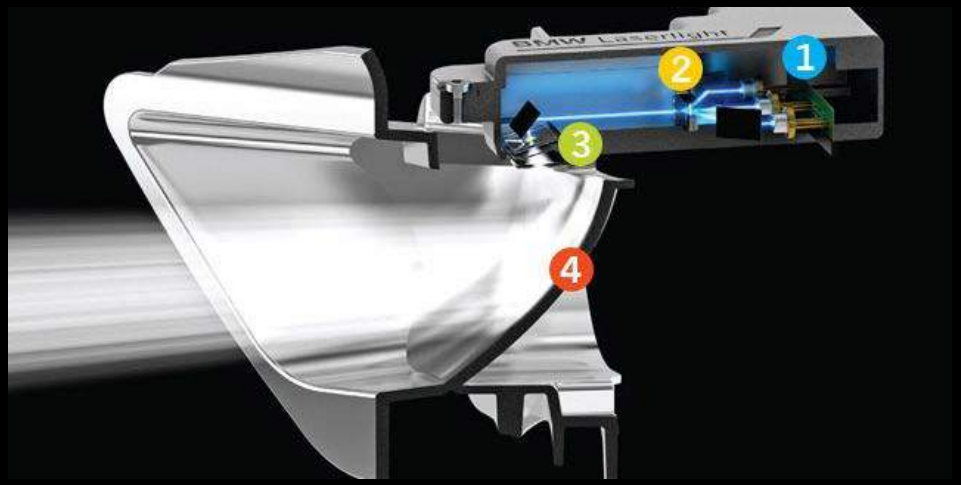


Inventive Step



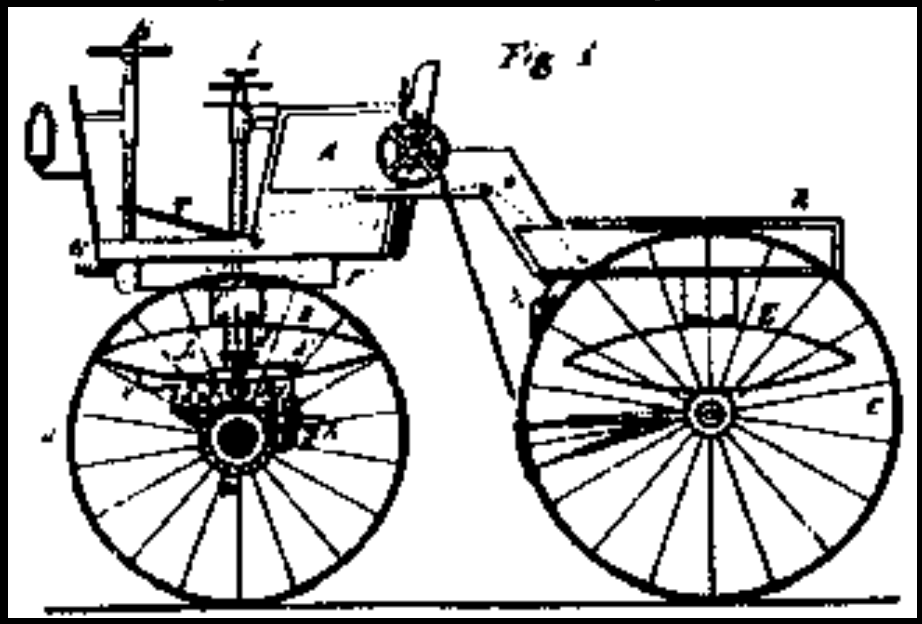
Industrial Applicability



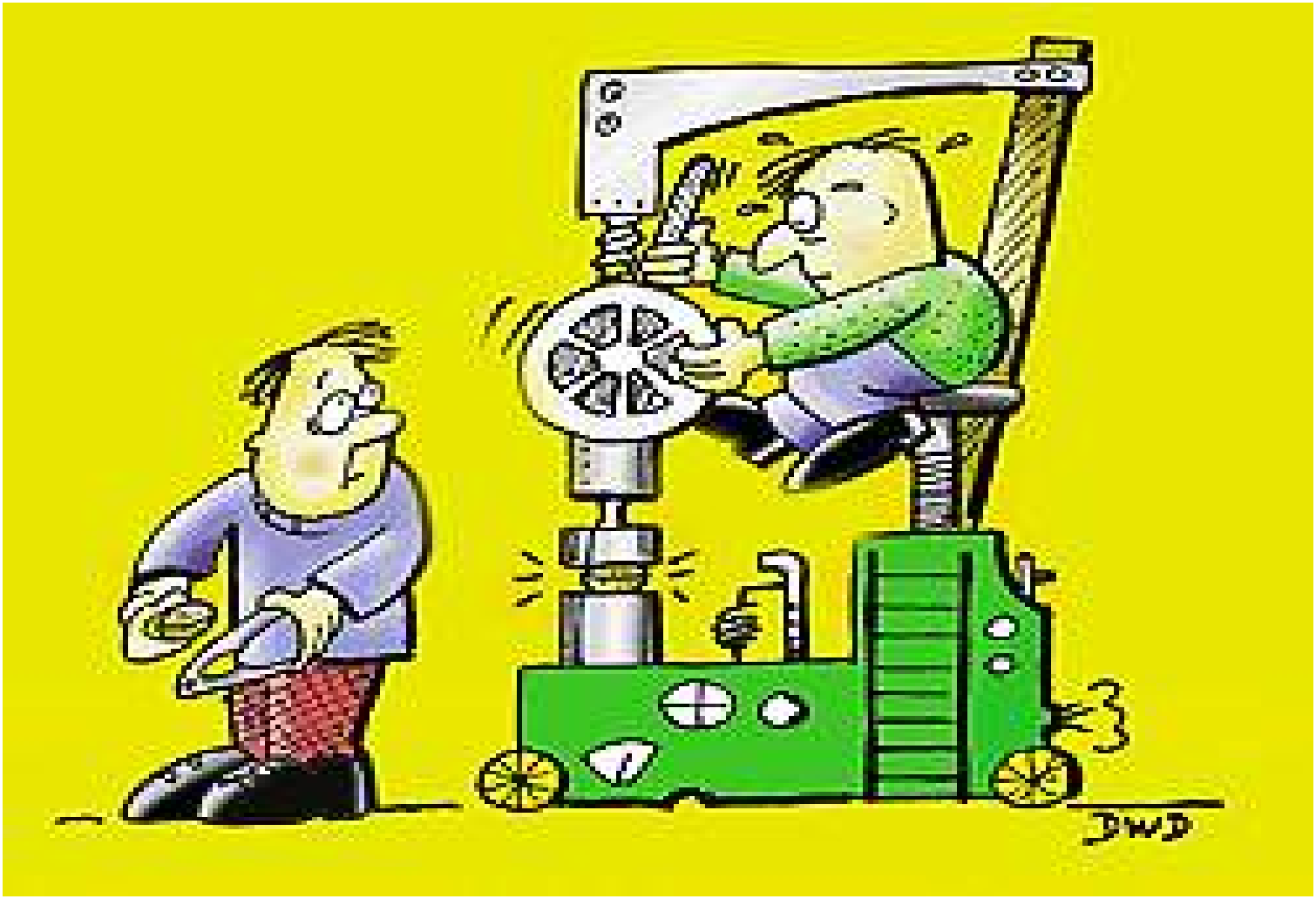


The Road Engine

- **Road Engine**
- Patent No. 549,160
- Inventor: George Selden, Rochester, New York
- Filed: May 8, 1879
  Issued: 1895



1. The invention is more complex than the problem merits



2. The invention is not kept secret until the date of filing



3. The invention isn't new



4. The inventor hasn't fully considered the problem



5. No-one wants it



6. An invention is safer if it's kept secret

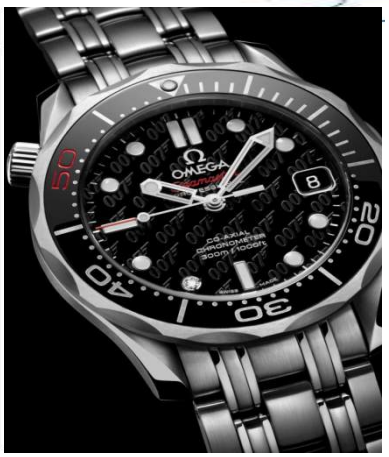


7. The inventor has an unrealistic idea of the value of his invention



INDUSTRIAL DESIGNS



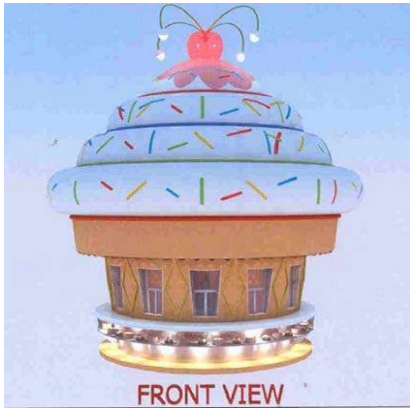




An Industrial Design is the ornamental aspect of an object. In other words, it is that part of an object which you can see or feel.















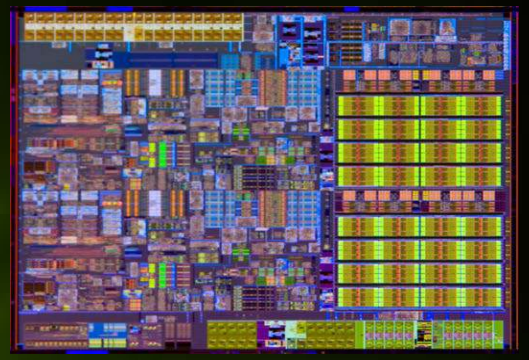


Integrated Circuits

Arrangement of electrical components on a semiconductor.













New Plant Varieties

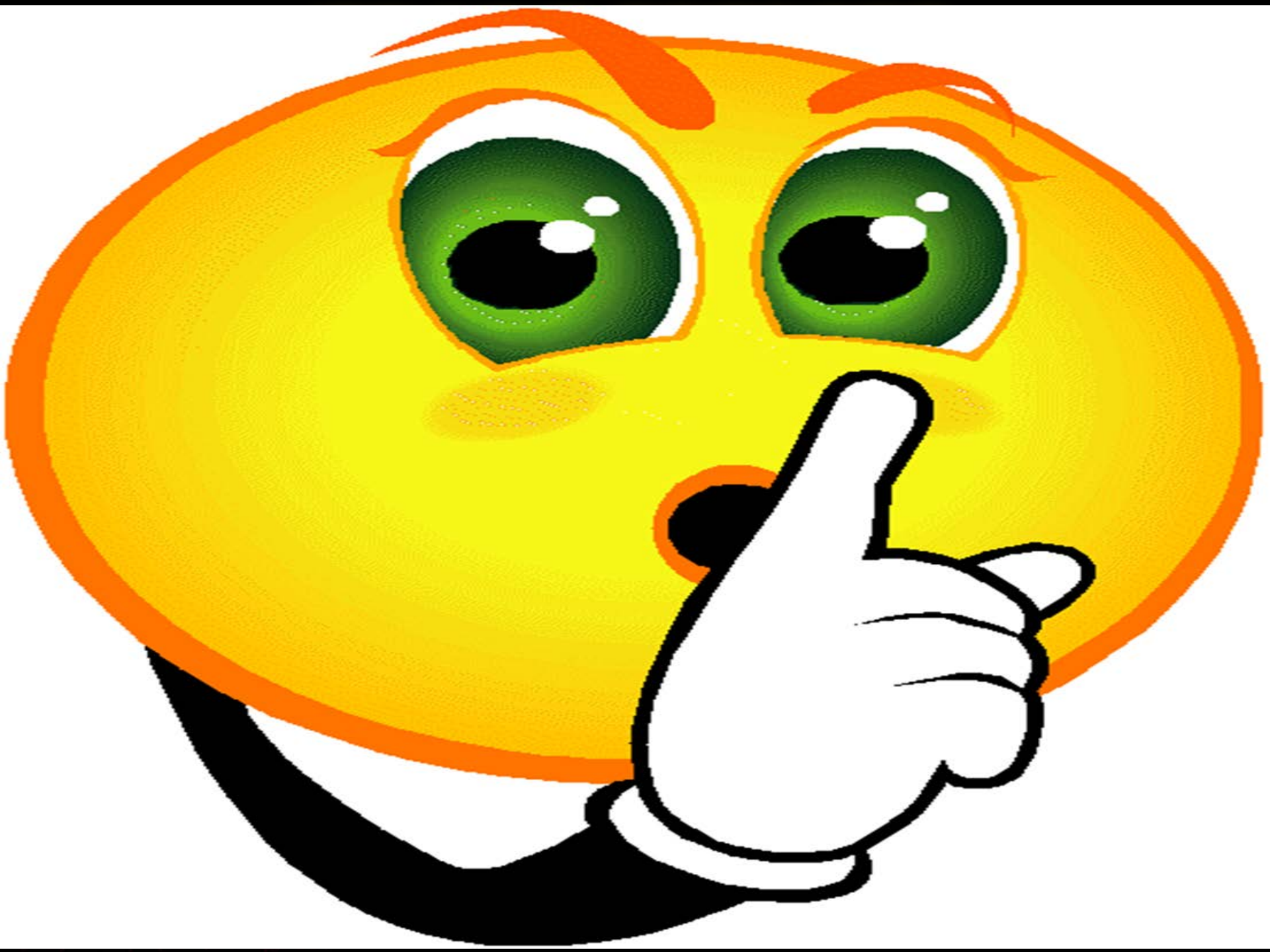
IPRs granted to the breeder of a new variety of plant; aka Plant Breeder Rights.











TRADE MARKS

Any sign/symbol which indicates source of good/service











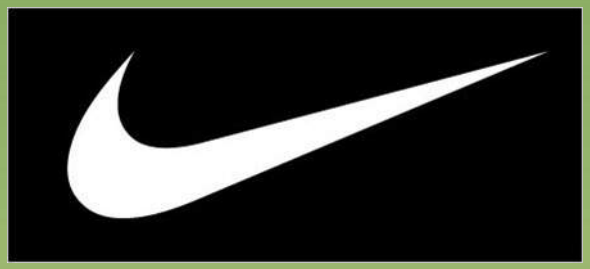






TRADE MARKS

Must be distinctive – not generic, descriptive









Google

Stay Away From……

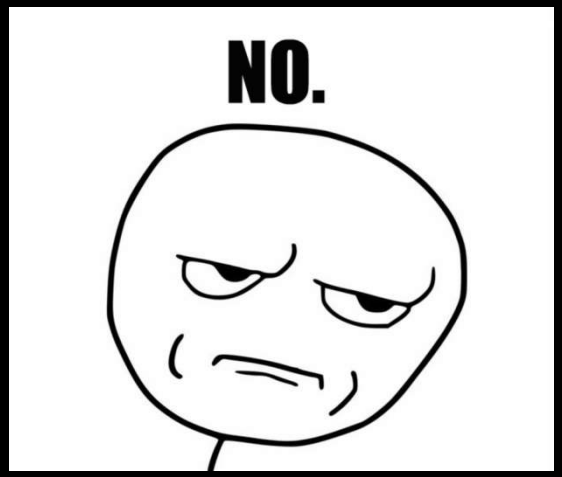
Descriptive words

Generic words

Direct Reference



Deceptive words



Scandalous design or against law or morality

GEOGRAPHICAL INDICATIONS

With a unique quality or reputation or characteristic









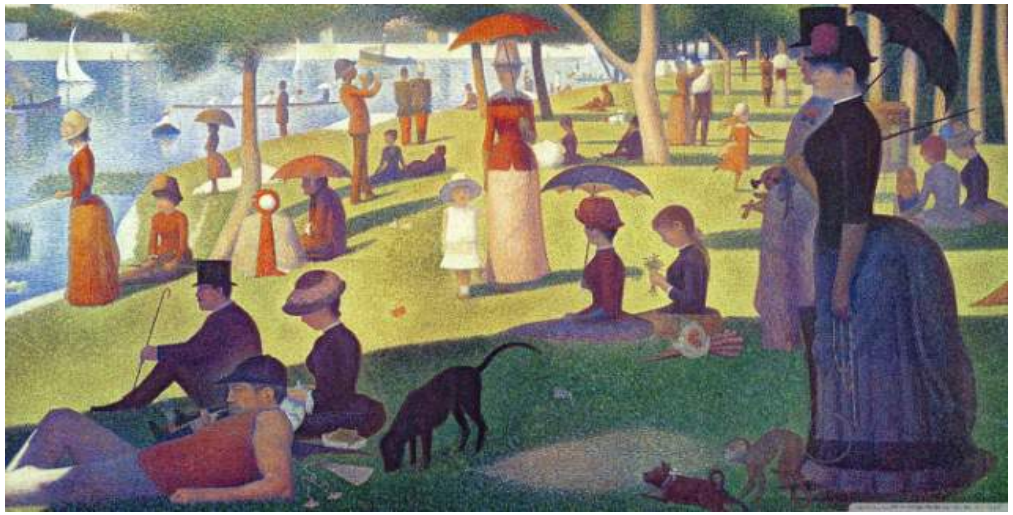


Copyright and Related Rights

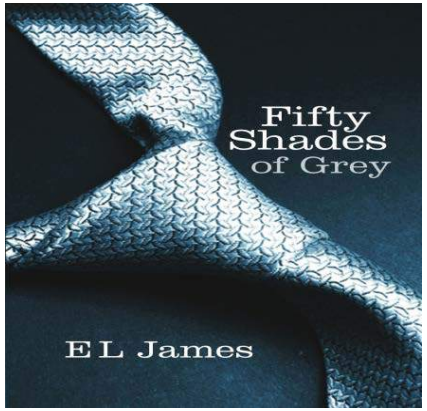
Copyright

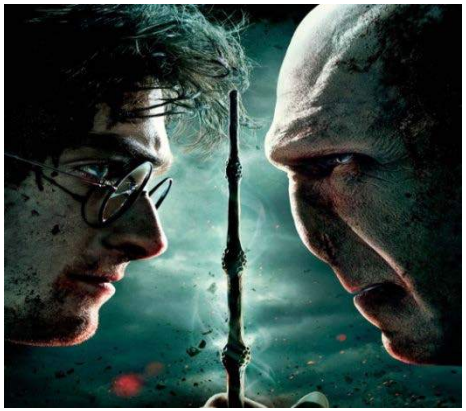
Protection for ***Original***

literary and artistic works





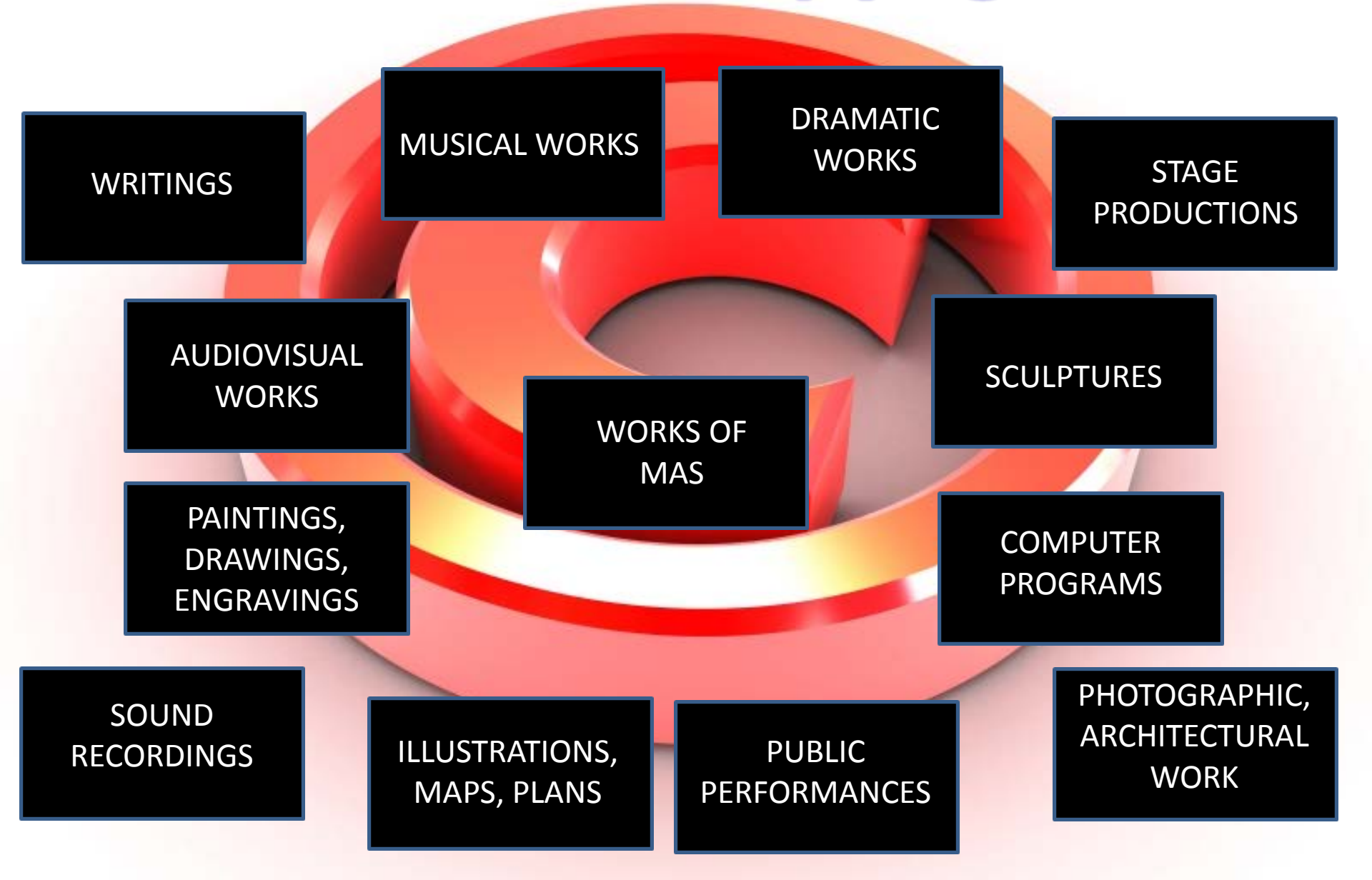








What can be Copyrighted?



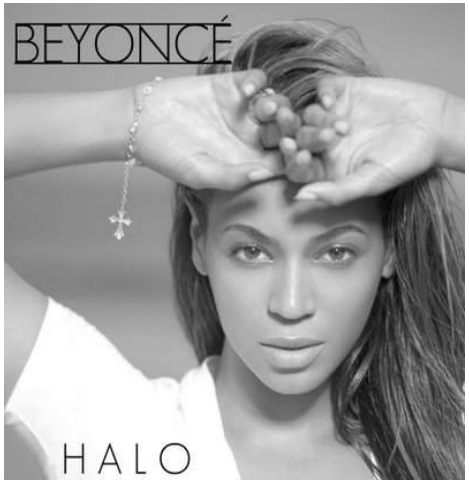
Cannot copyright:

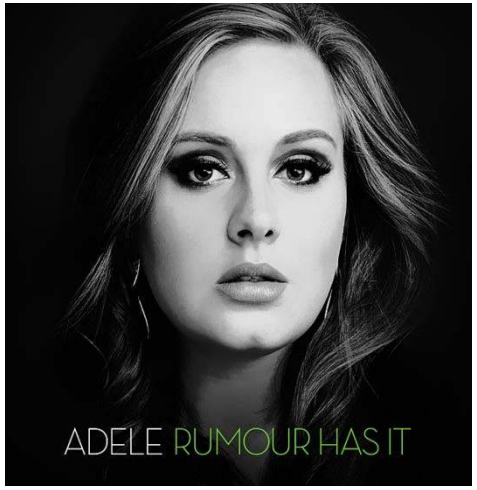


- Ideas
- Procedures
- Discoveries
- Mere data
- Legislative texts
- Official translations
- Political speeches, speeches delivered in the course of legal proceedings

RELATED RIGHTS

Rights of performers, broadcasters & producers of sound recordings











RIGHTS IN COPYRIGHT



- Economic rights

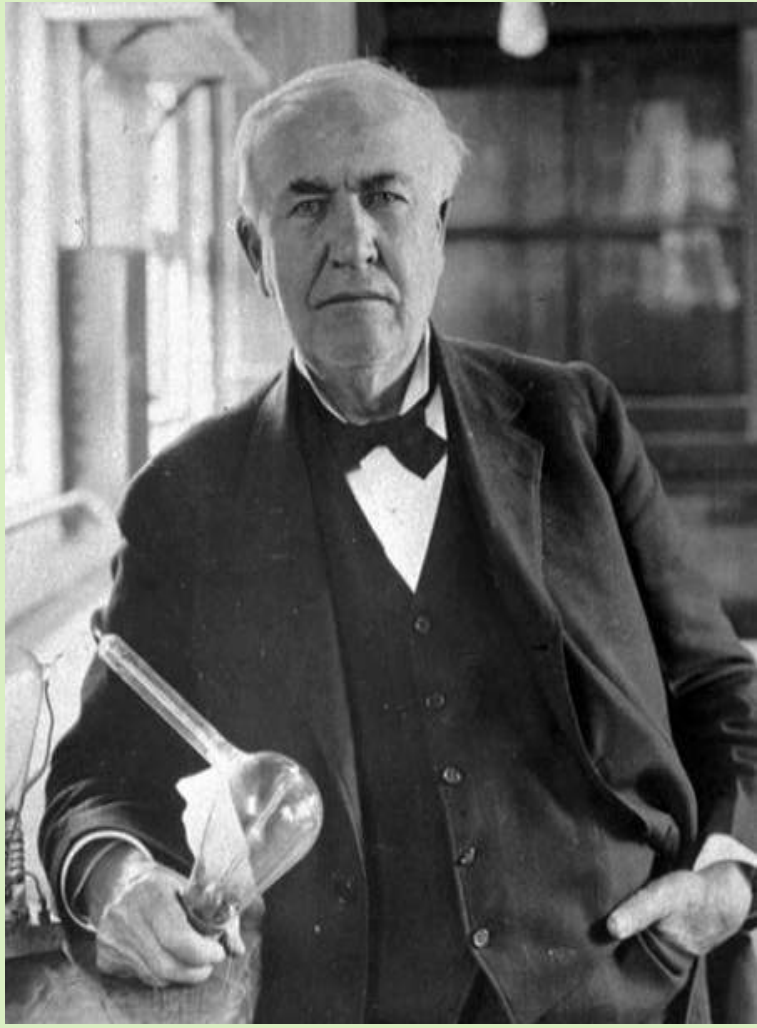
- Moral rights
  - Right to be named as author/creator
  - Right to not have work distorted
  - Retained after work expired
  - Can be waived in writing

Forms of IP

Forms of IP	Law	Period of Protection	Works
Copyright & Related Rights	Copyright Act 1997 and Regulations	Life of Author + 50 yrs	Artistic and Literary Works
Trade Marks	Trade Marks Act 1955 and Amendments	10 yrs and renewable indefinitely	Sign, logo
Patents	Patents Act 1996 and Rules	20 yrs	Inventions
Industrial Designs	Industrial Designs Act 1996 and Rules	5+5+5	Look /Feel of Manufactured Goods
New Plant Varieties	Protection of New Plant Varieties Act, 1997	15-18 yrs	Listed genera and species
Geographical Indications	Geographical Indications Act, 1996 and Regulations	--	Geographical Indications

Benefits of IP

- Tool for economic development
- Business and Trade
- Innovation
- Exclusive Rights









Ultimate Purpose



Interbrand

2014 Rank	Brand	Sector	Brand Value	Change in Brand Value
01		Technology	118,863 $m	+21%
02	Google	Technology	107,439 $m	+15%
03	Coca-Cola	Beverages	81,563 $m	+3%
04	IBM	Business Services	72,244 $m	-8%
05	Microsoft	Technology	61,154 $m	+3%
06		Diversified	45,480 $m	-3%
07	SAMSUNG	Technology	45,462 $m	+15%
08	TOYOTA	Automotive	42,392 $m	+20%
09		Restaurants	42,254 $m	+1%
10	Mercedes-Benz	Automotive	34,338 $m	+8%


THANK YOU
GRACIAS
ARIGATO
SHUKURIA
BOLZÏN
MERCI
BÏYAN
SHUKRIA
DANKSCHEEN
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKHMET
MEHRBANI
GRAZIE
MAAKE
KOMAPSUMNIDA
JUSPAXAR
GOZAIMASHITA
EFCHARISTO
PALDIES
TINGKI
SPASSIBO
SNACHALHUYA
NUHUN
CHALTU
WABEEJA
MAITEKA
YUSPAGARÀTAM
HUI
DHANYABAAD
ANSHA
ATTO
SPASIBO
DENKAUJA
NENACHALHYA
UNALCHÉESH
GUI
HATUR
EKOJU
SIKOMO
MAKETAJ
MINMONĆHAR
SANCO
MERASTAWHY
GAEJTHO
LAH
TAVTAPUCH
MEDAWAGSE
AGUYJE
FAKAAUE
BAIKA



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