

INTELLECTUAL PROPERTY

Designers ideas can be protected to avoid anyone copying them. This is called Intellectual Property. Having the right type of intellectual property protection helps you to stop people stealing or copying a design or brand.

COPYRIGHT



Is commonly used for **art work, websites and building plans.**

Copyright ownership gives the owner the exclusive right to use the work in certain, specific ways.

Copyright infringement is when someone or a company breaks the law by using the work belonging to someone else, without permission.



TRADEMARK



Used to protect **brands, product names and logos.**

When you register your trade mark, you're able to:

- Take legal action against anyone who uses your brand without your permission, including counterfeiters.
- Put the ® symbol next to your brand.
- Sell and license your brand.



PATENT

U.S. Patent Dec. 28, 2004 Sheet 1 of 8 US 6,833,222 B2

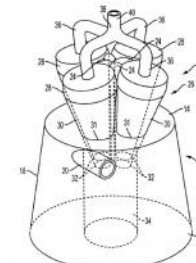


FIG. 1

Used to protect an **invention**. It gives you the right to take legal action against anyone who makes, uses, sells or imports it without your permission.

To be granted a patent, the invention must be:

- Something that can be made or used.
- New.
- Inventive (not a simple modification to something that already exists)

Patents are expensive and difficult to get.



REGISTERED DESIGN

Used to register the **look** of a product you've designed to stop people copying or stealing it.

The look of your design includes the:

- Appearance
- Physical shape
- configuration (or how different parts of a design are arranged together)
- Decoration

