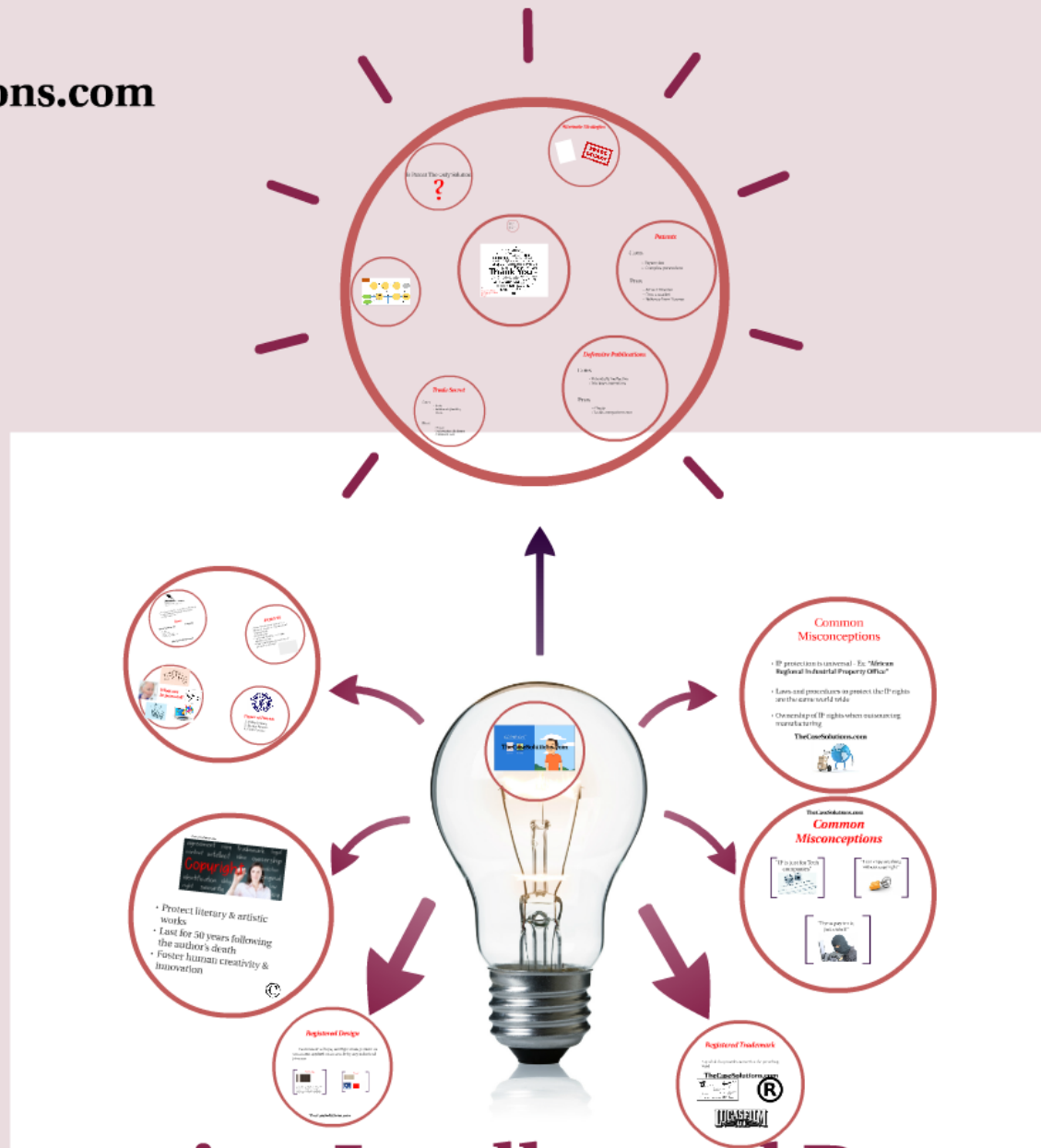


Managing Intellectual Property



Managing Intellectual Property



- Creations of the mind: inventions, literary & artistic works, and symbols and images used in commerce

Types

Industrial Property

- Patents
- Trademarks
- Industrial designs
- Geographical indications

Copyright

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COPYRIGHT



BOOK



PHOTO

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agreement copy trademark legal
content intellect idea ownership

Copyright

jurisdiction
original
identification obligation patent law
right security protection piracy

A woman with dark hair, wearing a white button-down shirt, is standing in front of a dark chalkboard. She is holding a white marker in her right hand and appears to be writing or about to write on the board. The chalkboard is covered with handwritten text in white and red ink.

Common Misconceptions

- IP protection is universal - Ex: **“African Regional Industrial Property Office”**
- Laws and procedures to protect the IP rights are the same world wide
- Ownership of IP rights when outsourcing manufacturing

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Common Misconceptions

"IP is just for Tech
companies"



"I can copy anything
without copyright"



"If you pay for it,
you own it"



Registered Design

Features of a shape, configuration, pattern or ornament applied to an article by any industrial process.

Registered design



After nearly a year submit to the authority of the US Trade Copyright (USPTO), Apple has been exclusively designed devices with 4 square rounded corners, as a basis for preventing the opponent launches products Similar designs.

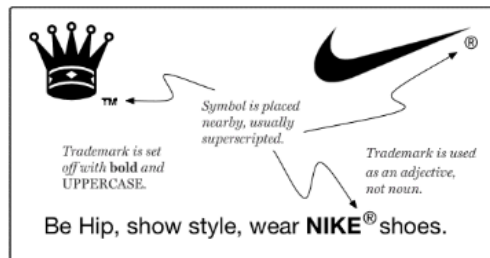
Examples



Registered Trademark

A symbol that provides notice that the preceding word

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