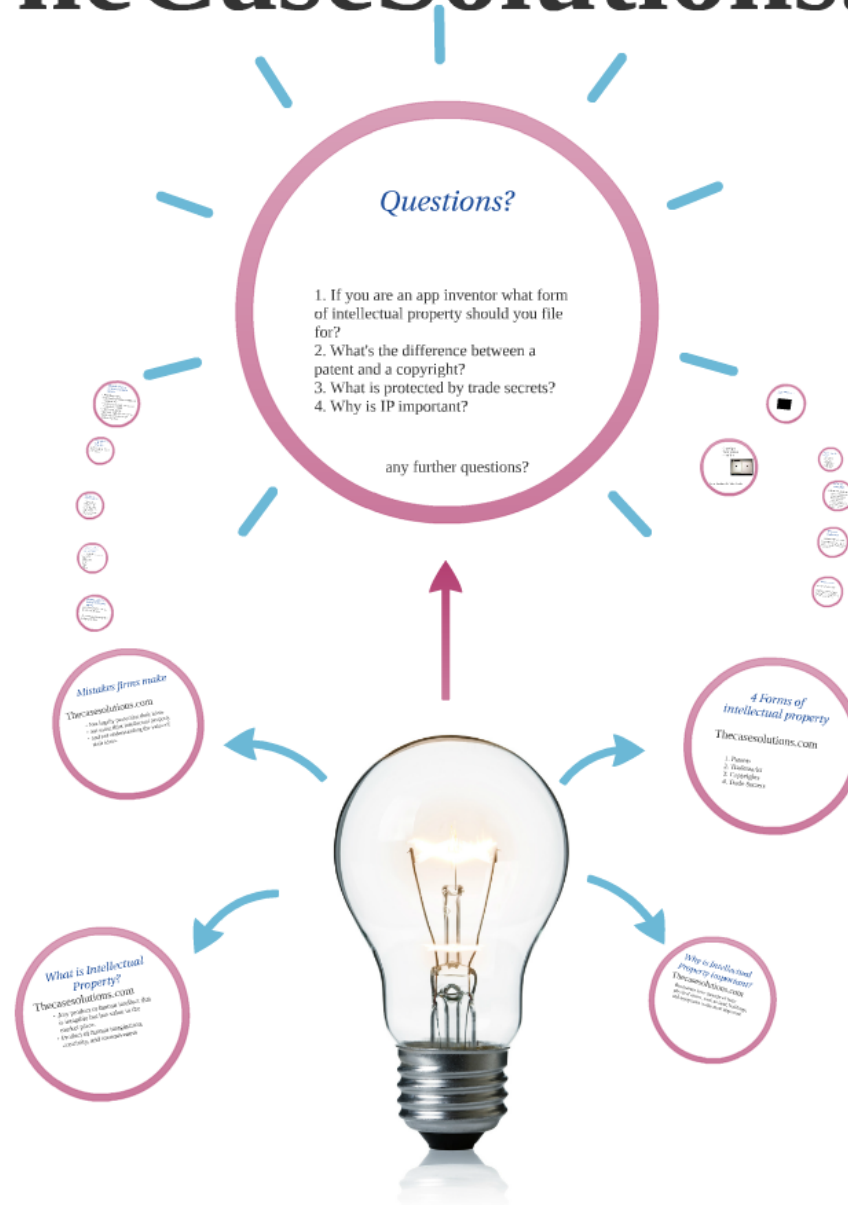
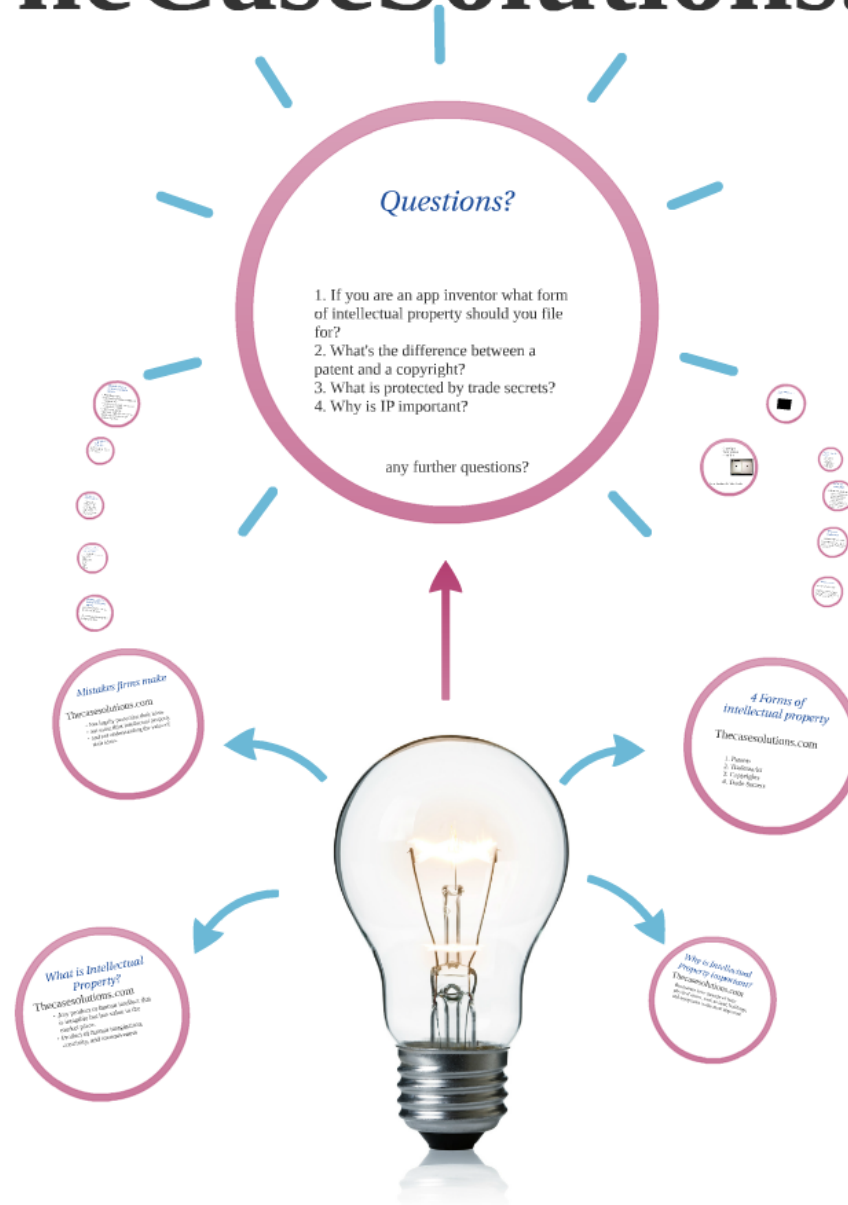


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Learning the Art of Critical Thinking

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What is Intellectual Property?

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- Any product or human intellect that is intangible but has value in the market place.
- Product of human imagination, creativity, and inventiveness



Why is Intellectual Property important?

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Businesses have thought of their physical assets, such as land, buildings, and equipment as the most important

Mistakes firms make

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- Not legally protecting their ideas
- not using their intellectual property
- and not understanding the value of their ideas.



*4 Forms of
intellectual property*

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1. Patents
2. Trademarks
3. Copyrights
4. Trade Secrets

What is a patent?

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A grant from the federal government conferring the rights to excluded the others from making, selling, or using an invention for the term of the patent.

What is a trademark?

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Any word, name, symbol, or device used to identify the source of origin of products or services and to distinguish those product or services from others.

What is a copyright?

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A form of intellectual property protection that grants to the owner of a work is used and to obtain the economic benefits from the work.