NAME: Adeboye Caleb

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**A BRIEF EXPLANATION OF INTELLECTUAL PROPERTY PROTECTION METHODS.**

1. **PATENT:** A patent is a form of [intellectual property](https://en.wikipedia.org/wiki/Intellectual_property%22%20%5Co%20%22Intellectual%20property) that gives the owner the legal right to exclude others from making, using, selling and importing an [invention](https://en.wikipedia.org/wiki/Invention%22%20%5Co%20%22Invention) for a limited period of years, in exchange for publishing an [enabling public disclosure](https://en.wikipedia.org/wiki/Sufficiency_of_disclosure%22%20%5Co%20%22Sufficiency%20of%20disclosure) of the invention. In most countries patent rights fall under [civil law](https://en.wikipedia.org/wiki/Private_law%22%20%5Co%20%22Private%20law) and the patent holder needs to sue someone [infringing the patent](https://en.wikipedia.org/wiki/Patent_infringement%22%20%5Co%20%22Patent%20infringement) in order to enforce his or her rights. In some [industries](https://en.wikipedia.org/wiki/Outline_of_industry%22%20%5Cl%20%22Major_industries%22%20%5Co%20%22Outline%20of%20industry) patents are an essential form of [competitive advantage](https://en.wikipedia.org/wiki/Competitive_advantage%22%20%5Co%20%22Competitive%20advantage); in others they are irrelevant.A patent does not give a right to make or use or sell an invention. Rather, a patent provides, from a legal standpoint, the [right](https://en.wikipedia.org/wiki/Natural_and_legal_rights%22%20%5Co%20%22Natural%20and%20legal%20rights) to *exclude others* from making, using, selling, offering for sale, or importing the patented [invention](https://en.wikipedia.org/wiki/Invention%22%20%5Co%20%22Invention) for the [term of the patent](https://en.wikipedia.org/wiki/Term_of_patent%22%20%5Co%20%22Term%20of%20patent), which is usually 20 years from the filing date[[5]](https://en.wikipedia.org/wiki/Patent%22%20%5Cl%20%22cite_note-PatentLength-5) subject to the payment of [maintenance fees](https://en.wikipedia.org/wiki/Maintenance_fee_%28patent%29%22%20%5Co%20%22Maintenance%20fee%20%28patent%29). From an economic and practical standpoint however, a patent is better and perhaps more precisely regarded as conferring upon its proprietor "a right to *try* to exclude by asserting the patent in court", for many granted patents turn out to be invalid once their proprietors attempt to assert them in court. A patent is a limited property right the government gives inventors in exchange for their agreement to share details of their inventions with the public. Like any other property right, it may be sold, licensed, [mortgaged](https://en.wikipedia.org/wiki/Mortgage_law%22%20%5Co%20%22Mortgage%20law), assigned or transferred, given away, or simply abandoned.

2.**COPYRIGHT:**Copyrights can be granted by public law and are in that case considered "territorial rights". This means that copyrights granted by the law of a certain state, do not extend beyond the territory of that specific jurisdiction. Copyrights of this type vary by country; many countries, and sometimes a large group of countries, have made agreements with other countries on procedures applicable when works "cross" national borders or national rights are inconsistent.Typically, the public law [duration of a copyright](https://en.wikipedia.org/wiki/Copyright_term%22%20%5Co%20%22Copyright%20term) expires 50 to 100 years after the creator dies, [depending on the jurisdiction](https://en.wikipedia.org/wiki/List_of_countries%27_copyright_lengths%22%20%5Co%20%22List%20of%20countries%27%20copyright%20lengths). Some countries require certain [copyright formalities](https://en.wikipedia.org/wiki/Copyright_formalities%22%20%5Co%20%22Copyright%20formalities) to establishing copyright, others recognize copyright in any completed work, without formal registration.The original holder of the copyright may be the employer of the author rather than the author himself if the work is a "[work for hire](https://en.wikipedia.org/wiki/Work_for_hire%22%20%5Co%20%22Work%20for%20hire)". For example, in [English law](https://en.wikipedia.org/wiki/English_law%22%20%5Co%20%22English%20law) the Copyright, Designs and Patents Act 1988 provides that if a copyrighted work is made by an employee in the course of that employment, the copyright is automatically owned by the employer which would be a "Work for Hire". Typically, the first owner of a copyright is the person who created the work i.e. the [author](https://en.wikipedia.org/wiki/Author%22%20%5Co%20%22Author). But when more than one person creates the work, then a case of [joint authorship](https://en.wikipedia.org/wiki/Joint_authorship%22%20%5Co%20%22Joint%20authorship) can be made provided some criteria are met.

1. **TRADEMARK:**A trademark  is a type of [intellectual property](https://en.wikipedia.org/wiki/Intellectual_property%22%20%5Co%20%22Intellectual%20property) consisting of a recognizable [sign](https://en.wikipedia.org/wiki/Sign_%28semiotics%29%22%20%5Co%20%22Sign%20%28semiotics%29), [design](https://en.wikipedia.org/wiki/Design%22%20%5Co%20%22Design), or [expression](https://en.wikipedia.org/wiki/Expression_%28language%29%22%20%5Co%20%22Expression%20%28language%29) which identifies [products](https://en.wikipedia.org/wiki/Good_%28economics_and_accounting%29%22%20%5Co%20%22Good%20%28economics%20and%20accounting%29) or [services](https://en.wikipedia.org/wiki/Service_economies%22%20%5Co%20%22Service%20economies) of a particular source from those of others,although trademarks used to identify services are usually called [service marks](https://en.wikipedia.org/wiki/Service_mark%22%20%5Co%20%22Service%20mark). The trademark owner can be an individual, [business organization](https://en.wikipedia.org/wiki/Business_organizations%22%20%5Co%20%22Business%20organizations), or any [legal entity](https://en.wikipedia.org/wiki/Juristic_person%22%20%5Co%20%22Juristic%20person). A trademark may be located on a [package](https://en.wikipedia.org/wiki/Packaging_and_labeling%22%20%5Co%20%22Packaging%20and%20labeling), a [label](https://en.wikipedia.org/wiki/Label%22%20%5Co%20%22Label), a [voucher](https://en.wikipedia.org/wiki/Voucher%22%20%5Co%20%22Voucher), or on the product itself. For the sake of [corporate identity](https://en.wikipedia.org/wiki/Corporate_identity%22%20%5Co%20%22Corporate%20identity), trademarks are often displayed on company buildings. It is legally recognized as a type of [intellectual property](https://en.wikipedia.org/wiki/Intellectual_property%22%20%5Co%20%22Intellectual%20property).A trademark identifies the [brand](https://en.wikipedia.org/wiki/Brand%22%20%5Co%20%22Brand) owner of a particular product or service. Trademarks can be used by others under licensing agreements; for example, [Bullyland](https://en.wikipedia.org/wiki/Bullyland%22%20%5Co%20%22Bullyland) obtained a license to produce [Smurf](https://en.wikipedia.org/wiki/The_Smurfs_%28merchandising%29%22%20%5Co%20%22The%20Smurfs%20%28merchandising%29) figurines; [the Lego Group](https://en.wikipedia.org/wiki/The_Lego_Group%22%20%5Co%20%22The%20Lego%20Group) purchased a license from [Lucasfilm](https://en.wikipedia.org/wiki/Lucasfilm%22%20%5Co%20%22Lucasfilm) in order to be allowed to launch [Lego Star Wars](https://en.wikipedia.org/wiki/Lego_Star_Wars%22%20%5Co%20%22Lego%20Star%20Wars); [TT Toys Toys](https://en.wikipedia.org/wiki/TT_Toys_Toys%22%20%5Co%20%22TT%20Toys%20Toys) is a manufacturer of licensed ride-on replica cars for children. The unauthorized usage of trademarks by producing and trading [counterfeit consumer goods](https://en.wikipedia.org/wiki/Counterfeit_consumer_goods%22%20%5Co%20%22Counterfeit%20consumer%20goods) is known as [brand piracy](https://en.wikipedia.org/wiki/Brand_piracy%22%20%5Co%20%22Brand%20piracy).
2. **TRADE SECRET**:Trade secrets are an important, but invisible component of a company's [intellectual property](https://en.wikipedia.org/wiki/Intellectual_property%22%20%5Co%20%22Intellectual%20property) (IP). Their contribution to a company's value, measured as its [market capitalization](https://en.wikipedia.org/wiki/Market_capitalization%22%20%5Co%20%22Market%20capitalization), can be major. Being invisible, that contribution is hard to measure. Patents are a visible contribution, but delayed, and unsuitable for internal [innovations](https://en.wikipedia.org/wiki/Innovation%22%20%5Co%20%22Innovation). Having an internal [scoreboard](https://en.wikipedia.org/wiki/Dashboard_%28management_information_systems%29%22%20%5Co%20%22Dashboard%20%28management%20information%20systems%29) provides insight into the cost of risks of employees leaving to serve or start competing ventures.In contrast to registered intellectual property, trade secrets are, by definition, not disclosed to the world at large. Instead, owners of trade secrets seek to protect trade secret information from competitors by instituting special procedures for handling it, as well as technological and legal security measures. Legal protections include [non-disclosure agreement](https://en.wikipedia.org/wiki/Non-disclosure_agreement%22%20%5Co%20%22Non-disclosure%20agreement)s (NDAs), and [work-for-hire](https://en.wikipedia.org/wiki/Work-for-hire%22%20%5Co%20%22Work-for-hire) and [non-compete clauses](https://en.wikipedia.org/wiki/Non-compete_clause%22%20%5Co%20%22Non-compete%20clause). In other words, in exchange for an opportunity to be employed by the holder of secrets, an employee may sign agreements to not reveal their prospective employer's proprietary information, to surrender or assign to their employer ownership rights to intellectual work and work-products produced during the course (or as a condition) of employment, and to not work for a competitor for a given period of time (sometimes within a given geographic region). Violation of the agreement generally carries the possibility of heavy financial penalties which operate as a disincentive to reveal trade secrets. However, proving a breach of an NDA by a former stakeholder who is legally working for a competitor or prevailing in a lawsuit for breaching a non-compete clause can be very difficult. A holder of a trade secret may also require similar agreements from other parties he or she deals with, such as vendors, licensees, and board members.