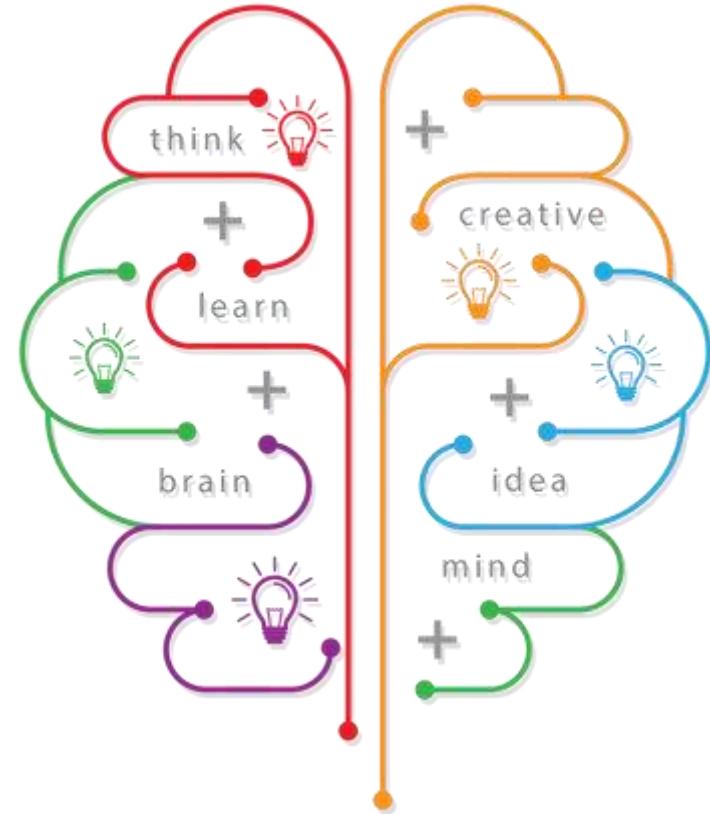




What is Intellectual Property?

Understanding Patents,
Trademarks, Copyright
and Designs

What is Intellectual Property?



Who can create Intellectual Property?



Young IP trailblazers in India and the world

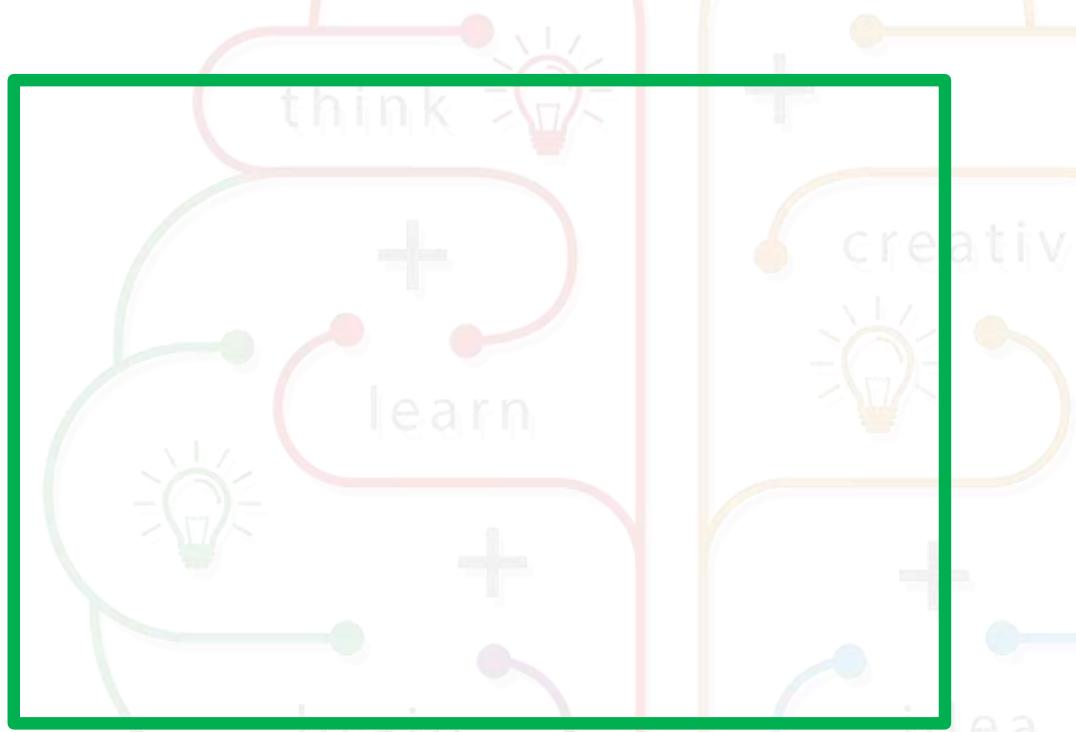
- ★ Hridayeshwar Singh Bhati (Jaipur, India)
- ★ Edmund Thomas Clint (Kochi, India)
- ★ Rujhaan Chaudhary (Haryana, India)
- ★ Sam Houghton (UK)
- ★ Aelita Andre (Australia)
- ★ Theresa Thompson and her sister, Mary (USA)
- ★ Dorothy Straight (USA)



Why is IP important to Us?

-  New and Exciting Inventions
-  Jobs for you and your family
-  Stronger Economy
-  Helps you find your favorite products
-  Helps authors and artists to be rewarded for their work
-  Helps household items to be useful and look good

How would you feel if someone copied your poem without your permission and got praised by the teacher?



Now, imagine how an Intellectual Property owner feels when someone copies their novel, invention or trademark without their permission and makes money from it?

Types of Intellectual Property Rights



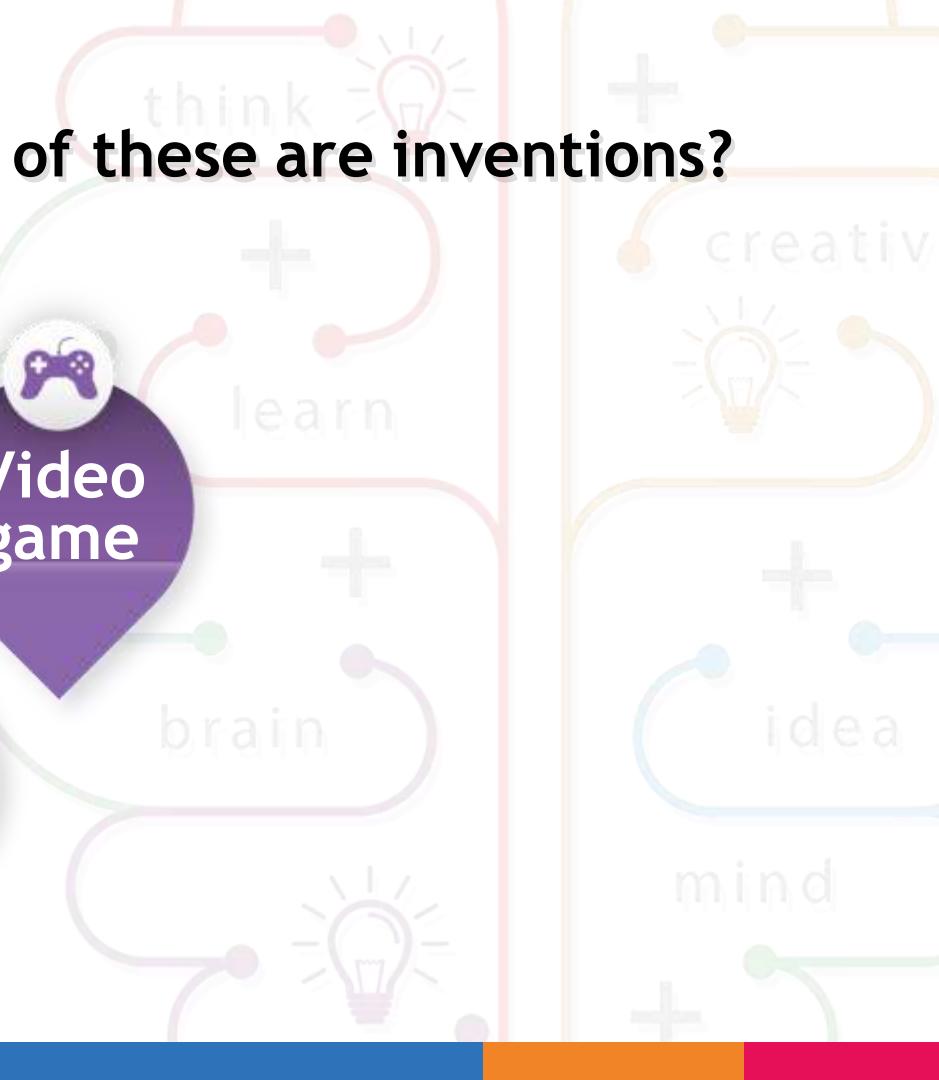
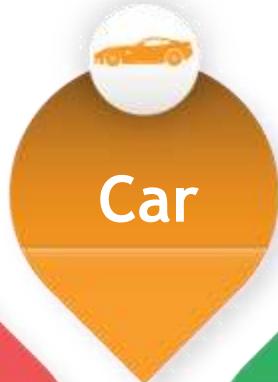
What is a Patent?



How do I register a patent?

- 👉 Go to www.ipindia.nic.in - the website of the Indian Patent Office. It will tell you all about how you can apply for a patent.
- 👉 You need to contact a “patent agent” who is an adult who is trained to “write” your patent application and apply on your behalf to the government. A list of patent agents is provided on the website.
- 👉 You need to pay a fee.
- 👉 Your application will be “examined” and if it satisfies the tests of a patentable invention, you will be granted a patent.

Game Time: Which of these are inventions?



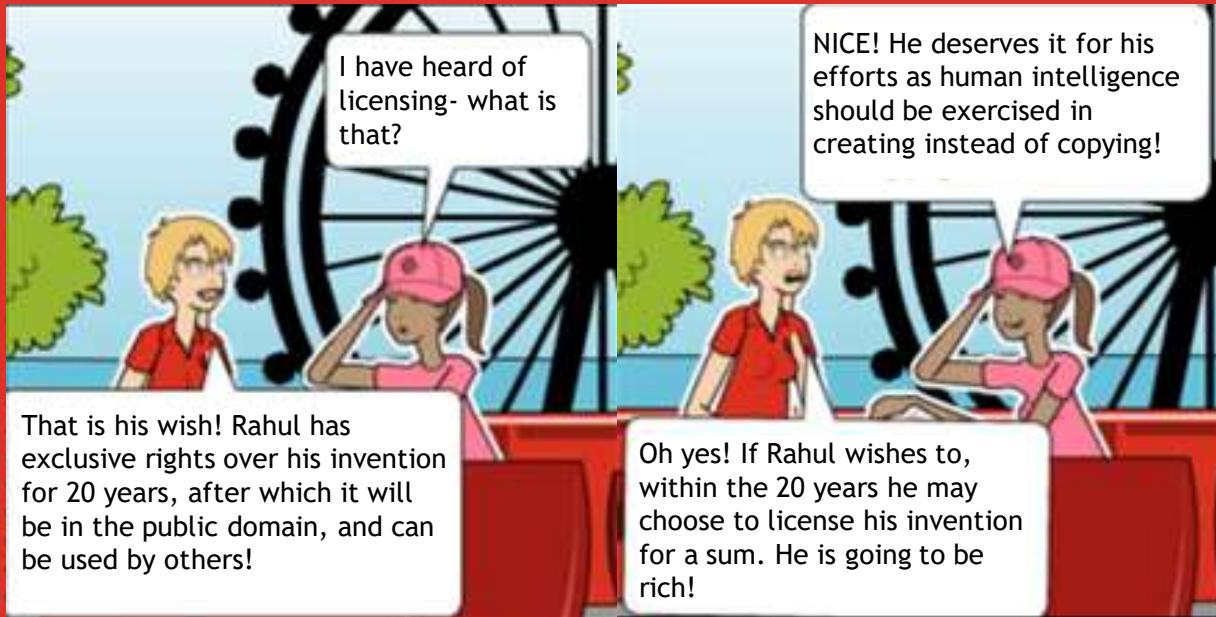
Did you know that
Rahul's invention of a
new kind of swing has
finally been patented?

Woah! But,
what does
that mean?



But what if someone
wants to use it? Will
Rahul not share it with
anyone?

A patent owner has exclusive
rights over his inventions,
and can stop others from
making and selling the same!



What is a Trademark?



Logos used with permission from respective proprietors.

How do I register a trademark?

-  You can file a trademark application at the Indian Trademarks Registry.
-  www.ipindia.nic.in is the website of the Indian Trademark Registry which contains all the information you need.
-  Your application must contain your trademark, your name and address, and the goods or services for which you use or will use your trademark.



-  The Trademarks Registry will examine your application.
-  After clearing the examination stage, your trademark will be published in the Trademarks Journal.
-  If no one challenges (or “opposes”) your trademark application, your trademark will be registered for 10 years.
-  You can keep renewing your trademark every 10 years, forever!

Game Time:

Find the famous trademarks?



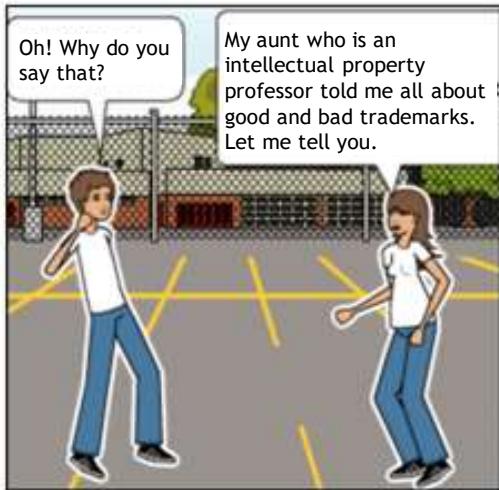
P	P	A	M	U	L	F	D	P	D
E	L	C	S	T	A	T	A	O	E
P	M	L	H	G	E	R	I	B	T
S	C	D	O	H	L	U	X	X	T
I	A	P	R	J	A	P	D	R	O
X	D	N	L	K	M	N	I	O	L
L	B	R	I	A	I	L	E	P	P
I	U	T	C	B	A	B	O	O	L
N	R	B	K	O	B	A	T	A	N
C	Y	O	S	I	L	M	W	E	R

Game Time:

Find the famous trademarks?



P	P	A	M	U	L	F	D	P	D
E	L	C	S	T	A	T	A	O	E
P	M	L	H	G	E	R	I	B	T
S	C	D	O	H	L	U	X	X	T
I	A	P	R	J	A	P	D	R	O
X	D	N	L	K	M	N	I	O	L
L	B	R	I	A	I	L	E	P	P
I	U	T	C	B	A	B	O	O	L
N	R	B	K	O	B	A	T	A	N
C	Y	O	S	I	L	M	W	E	R



When considering what would make a good trademark, the distinctiveness matters. The stronger or more distinctive the mark, the easier it is to register. The best mark to register is a fanciful or coined mark- a word that does not really mean anything. Like KODAK for cameras and MAGGI for noodles!



A bad trademark is one which is descriptive or suggestive of the product, or is a very generic term. For example, the name “cold & creamy” for ice creams is descriptive and suggestive, and is likely to not be registered. I suggest that you think out of the box and come up with a unique and fanciful name! This will also prevent others from misusing the same!



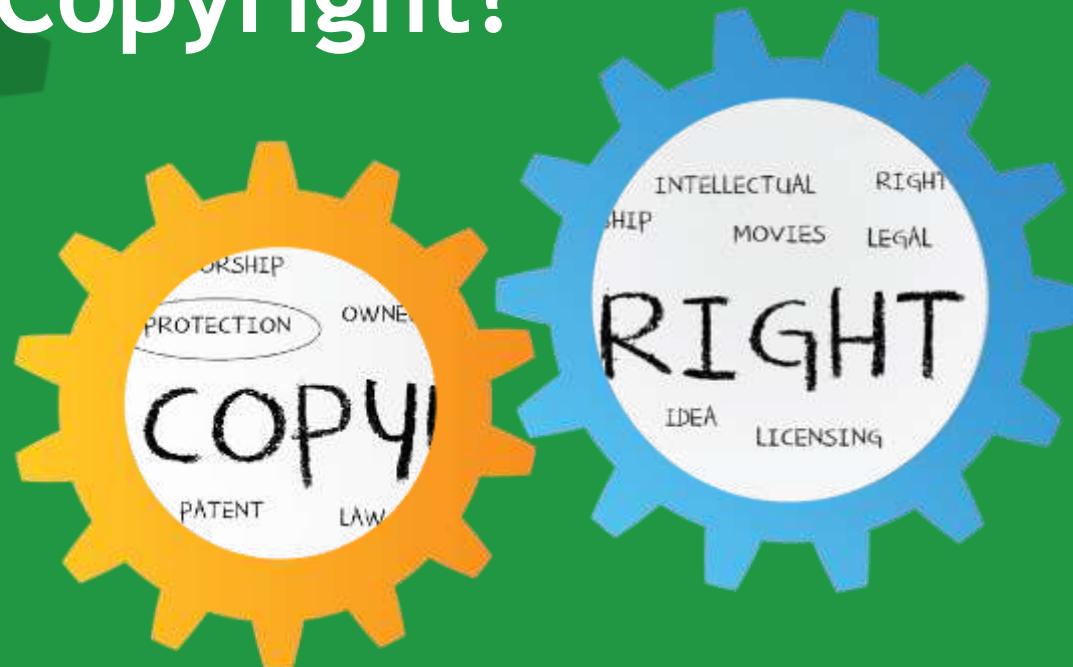
Hey, thank you so much for the advice! I must share the same with my dad and think of a cool name for the ice cream parlour!



Let's see if you can suggest a unique name for an ice-cream parlour!



What is a Copyright?



How do I protect my copyright?

-  Your copyright will arise in a work as soon as you create it. So, there is no legal need to register it.
-  However, having a copyright registration is a strong proof that you are the actual owner of the work.
You can file an application to register your copyright at
<http://copyright.gov.in/>.
-  If no third person objects to your application and your application passes the examination stage, the Copyright Office will grant copyright registration for your work.

Game Time: True or False

-  It is right to watch Bajrangi Bhaijaan without paying for it.
(True or False)
-  I like how this story is written. I can copy it to get an “A” grade.
(True or False)
-  Everything on the internet is not free for use.
(True or False)
-  If there is no "©" (the copyright symbol) at the bottom of a painting or poem, it means that there is no copyright in that painting or poem.
(True or False)



I've written a really thrilling short story and I want to put it up on our class display board. But, I'm afraid someone will copy it.

Relax. That story belonged to YOU as soon as you wrote it down and you own its copyright. Kalpana ma'am taught us about this in EVS class. You can also write "© COPYRIGHT 2016" and your name at the bottom of your story when you display it on the board.

What is a Design?



Game Time: Design a new...



Shoe



Chair



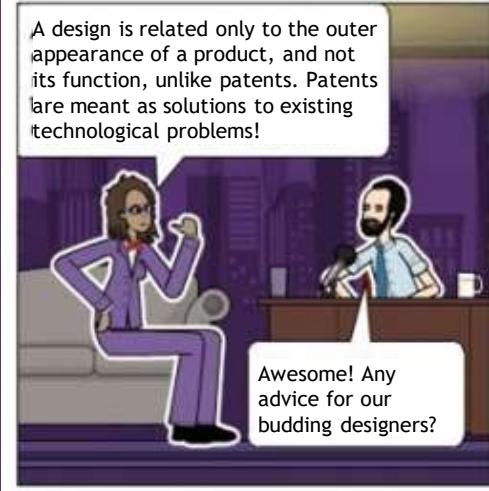
Pen



Rocket







A design is related only to the outer appearance of a product, and not its function, unlike patents. Patents are meant as solutions to existing technological problems!

Awesome! Any advice for our budding designers?



Yes! Remember that only new and original designs are registrable. Any previously published designs, even if registered, will be invalid!

Oh no! That's a great tip.



Yes! Also, remember never ever to disclose your design to anyone before it is registered. This is very important.

Audience, please keep that in mind. Thank you so much!

Intellectual Property

Example:



What do you receive when you file and register a Patent, Trademark, Design or Copyright?



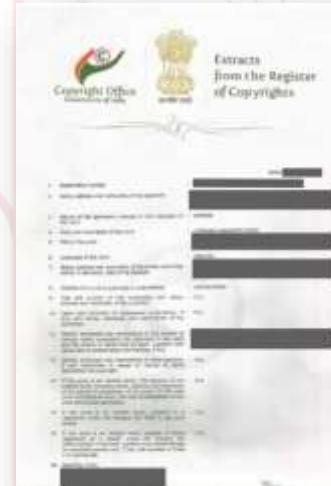
Trademark
Certificate



Patent
Certificate

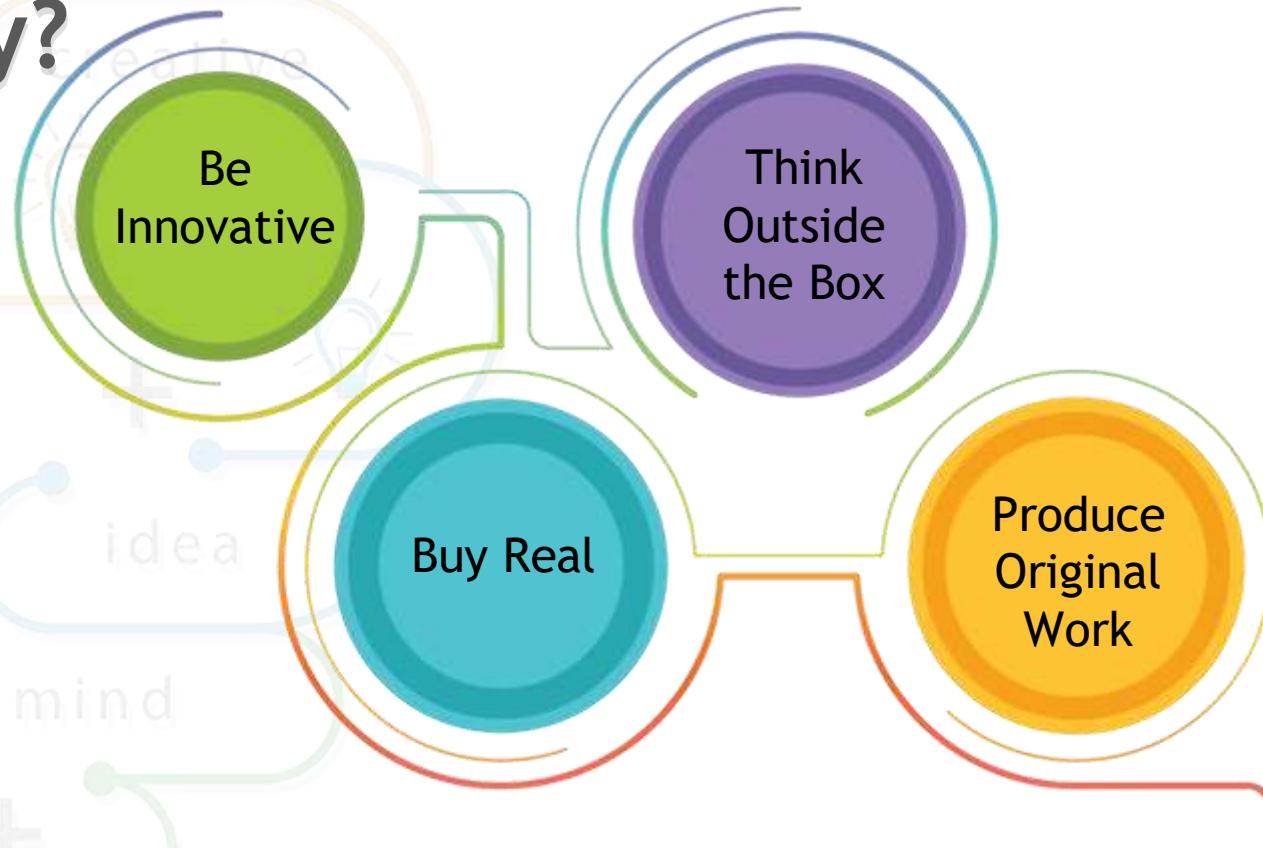


Design
Certificate



Copyright
Certificate

How can you help intellectual property?





Thank
you!

think

creativ



idea

mind



Acknowledgements

- ▶ Department of Industrial Policy and Promotion (DIPP)
- ▶ Cell for IPR Promotion and Management (CIPAM)
- ▶ International Trademark Association (INTA) and INTA Working Group on Children's IP Project
- ▶ ip4kids.in (An IP initiative by S.S. Rana & Co.)