

# Intellectual Property Rights

HENRY LOESER

# Origins of IPR



Parliament of England

**Long title** An Act concerning Monopolies and Dispensations with penall Lawes and the Forfeyture thereof.<sup>[2]</sup>

**Citation** 21 Jac 1 c 3

**Introduced by** Sir Edward Coke

**Territorial extent** England and Wales

## Dates

**Royal assent** 25 May 1624

**Commencement** 25 May 1624

Anno Octavo

## Annæ Reginae.

An Act for the Encouragement of Learning, by Vesting the Copies of Printed Books in the Authors or Purchasers of such Copies, during the Times therein mentioned.



Whereas Printers, Bookellers, and other Persons have of late frequently taken the Liberty of Printing, Reprinting, and Publishing, or causing to be Printed, Reprinted, and Published Books, and other Writings, without the Consent of the Authors or Proprietors of such Books and Writings, to their very great Detriment, and too often to the Ruin of them and their Families: For Preventing thesefole such Practices for the future, and for the

Encouragement of Learned Men to Compose and Write useful Books: May it please Your Majesty, that it may be Enacted, and be it Enacted by the Queens most Excellent Majesty, by and with the Advice and Consent of the Lords Spiritual and Temporal, and Commons in this present Parliament Assembled, and by the Authority of the same, That from and after the Tenth Day of April, One thousand seven hundred and ten, the Author of any Book or Books already Printed, who hath not Transferred to any other the Copy or Copies of such Book or Books, Share or Shares thereof, or the Bookeller or Bookellers, Printer or Printers, or other Person or Persons, who hath or have Purchased or Acquired the Copy or Copies of any Book or Books, in order to Print or Reprint the same, shall have the sole Right and Liberty of Printing such Book and Books by the Term of One and twenty Years, to Commence from the said Tenth Day of April, and no longer; and that the Author of any Book or Books already Composed and not Printed and Published, or that shall hereafter be Composed, and his Assignee, or Assigns, shall have the sole Liberty of Printing and Reprinting such Book and Books for the Term of four-

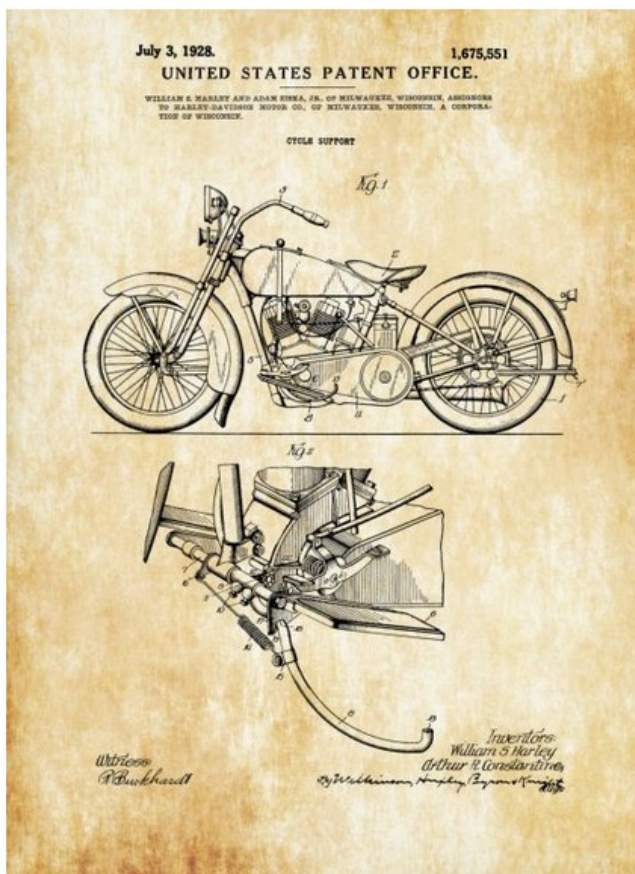
# Types of IPR

- ▶ Patent
- ▶ Trademark
- ▶ Trade Secret
- ▶ Copyright

# Patent

- ▶ - Protects useful and non-obvious scientific and technological advancements and inventions
- ▶ - must be new and novel
- ▶ Purpose – To promote development of new ideas and new inventions by protecting the return on investment
- ▶ Rights & Responsibilities
- ▶ - Exclusive rights to make and/or sell your invention (and close equivalents)
- ▶ - 20 years

# Patent



# Trademark

- ▶ - Protects marks and/or symbols that represent products
- ▶ Purpose
- ▶ - Enabling consumers to identify the source of products
- ▶ - Enabling producers to distinguish their brands



# Trademark

T-Mobile

DEALS PHONES PLANS MY T-MOBILE 🔍 MENU ☰

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Take our switching quiz and talk to an expert.

Get started

↑

# Trade Secret

- ▶ Formula, process, device, or other business information that companies keep private to give them a business advantage over their competitors.
- ▶ Physical and digital protection of ideas is also necessary



# Trade Secret

- ▶ Formulas
- ▶ Customer lists
- ▶ Survey results
- ▶ Computer algorithms



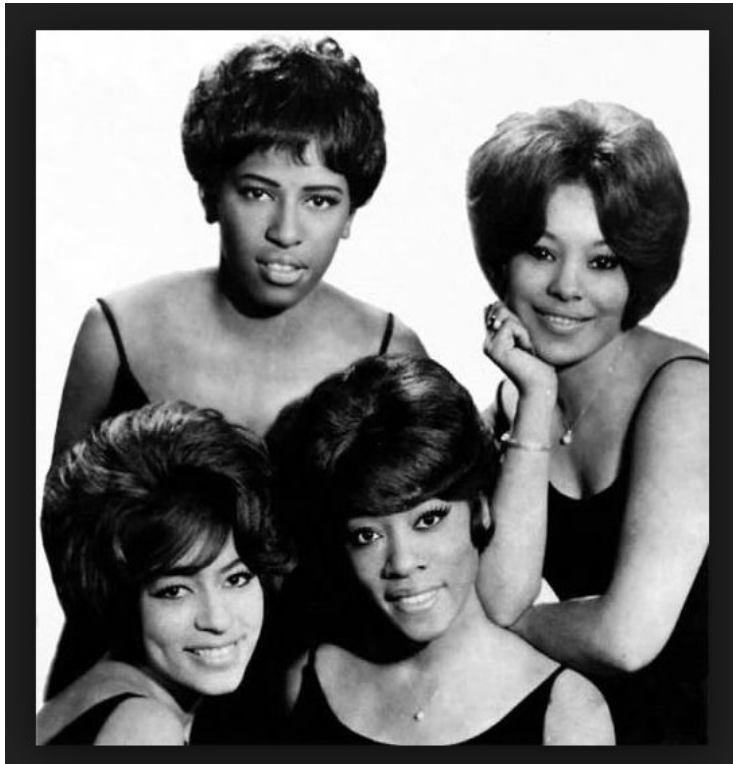
# Copyright

- ▶ A set of legal rights that arise from literary and/or creative work.
- ▶ Any creative expression fixed in a tangible medium.

# Copyright

- ▶ - books, poems, songs, films, paintings, dances, sculpture
- ▶ Purpose
- ▶ - Incentivize creative output through protection of work
- ▶ Rights & Responsibilities
- ▶ - Exclusive right for copies
- ▶ - Or any substantially similar work or derivative (but not facts or style)
- ▶ - Distribution and/or public display
- ▶ - Lifetime +70 years

# Copyright



# Copyright

- ▶ Types of Rights for Broadcasting
- ▶ - Authors
- ▶ - Publishers
- ▶ - Recordings
- ▶ - Performances

# Copyright

- ▶ Uses
- ▶ - Descriptions, accounts, reuse, rebroadcast
- ▶ - Any media
- ▶ - Any public use

# Copyright

- ▶ Copyright Management
- ▶ Laws and Regulations
- ▶ Copyright Management Organizations (CMO's)



# Copyright

- ▶ Terrestrial Broadcasting
  - ▶ - Legacy Radio & Television
- ▶ Online Broadcasting
  - ▶ -Streaming vs. Podcasting

# Copyright

# FOX



# Copyright

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**Spotify Denmark ApS**  
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DanceGangnamStyle  
Published on Oct 23, 2012

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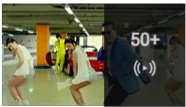


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AUTOPLAY



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2.9B views



Mix - PSY- Gangnam Style (Official Music Video)  
YouTube



Gangnam Style - PSY - AMA 2012 ( American Music Awards)  
Lord Yoo

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