

Intellectual Property Protections

Summary

Intellectual property protections do two things for the rightful owner of a body of work: prevent unauthorized duplication or theft of creative work and provide a pathway to legal action. Different types of laws apply to different types of intellectual property.

Intellectual Property Type	What Does It Protect?	What Are Some Examples?	How Long Does It Last?	Common Entity
Patent	Tangible or process-related inventions	Wireless charging device, emergency medical drones	20 years	Inventor
Trademark	Words, slogans, logos, brands	Microsoft Excel, Apple iPod	Forever (Requires renewal)	Commercial Service Providers
Copyright	Works of an author	Works of literature, music, visual design, movie sequels	Life of author plus 70 years	Artist
Trade Secret	Secret innovative information	Algorithm, formula, recipe	Until secret is disclosed	Corporations

Patent

Patents are an exclusive right to ownership given to inventors for a limited period of time. They not only prevent others from copying or using the invention, but are also meant to provide a financial incentive to better society through development efforts. Out of all the intellectual property protections, patents are the strongest.



First Office Action Pendency 15.5 months	Traditional Total Pendency 23.4 months
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Source: <https://www.uspto.gov/dashboard/patents/pendency.html>

Trademark

Trademark protection is for a unique symbol, logo, shape, design, or brand name that distinguishes it from other parties. There is a 30-day period in which other entities may object or file an opposition.



Trademark Life Cycle

1. Creation

a. Choose trademark
2. Screening & Clearance

a. Confirm availability
3. Protection

a. Seek safeguarding
4. Maintenance

a. Renew registration

Source: <https://www.nist.gov/system/files/documents/mep/scottslides.pdf>

Copyright

Computer code, artwork, books, or a movie use copyright protection to prevent unauthorized distribution. The digital age requires CISSPs to remain even more vigilant against rampant copyright violations across the globe.

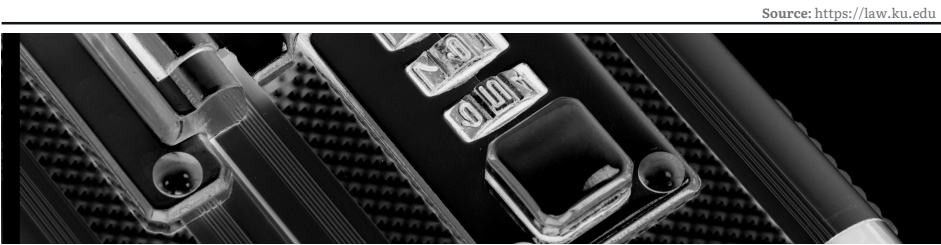


Virtual and Augmented Reality

Legal issues and intellectual property claims will continue to exist in the emerging virtual world of games and experiences.

Trade Secret

A company's ability to use a certain set of information that provides them a competitive or economic advantage. Use trade secret protection to prevent the disclosure of an original recipe, unique formula, mechanical operation, or the ability to travel close to the speed of light.



Examples

- Formula for WD-40
- Google's Search Algorithm
- New York Times Best-Seller List
- Listerine Mouthwash
- Blackburne Rubbing Mud
- Krispy Kreme Doughnuts
- Coca-Cola Recipe
- Artificial Intelligence