



SNS COLLEGE OF TECHNOLOGY

Re-accredited by NAAC with A+ grade, Accredited by NBA(CSE, IT, ECE, EEE & Mechanical)
Approved by AICTE, New Delhi, Recognized by UGC, Affiliated to Anna University, Chennai



Department of Computer Applications

Intellectual Property Rights



COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

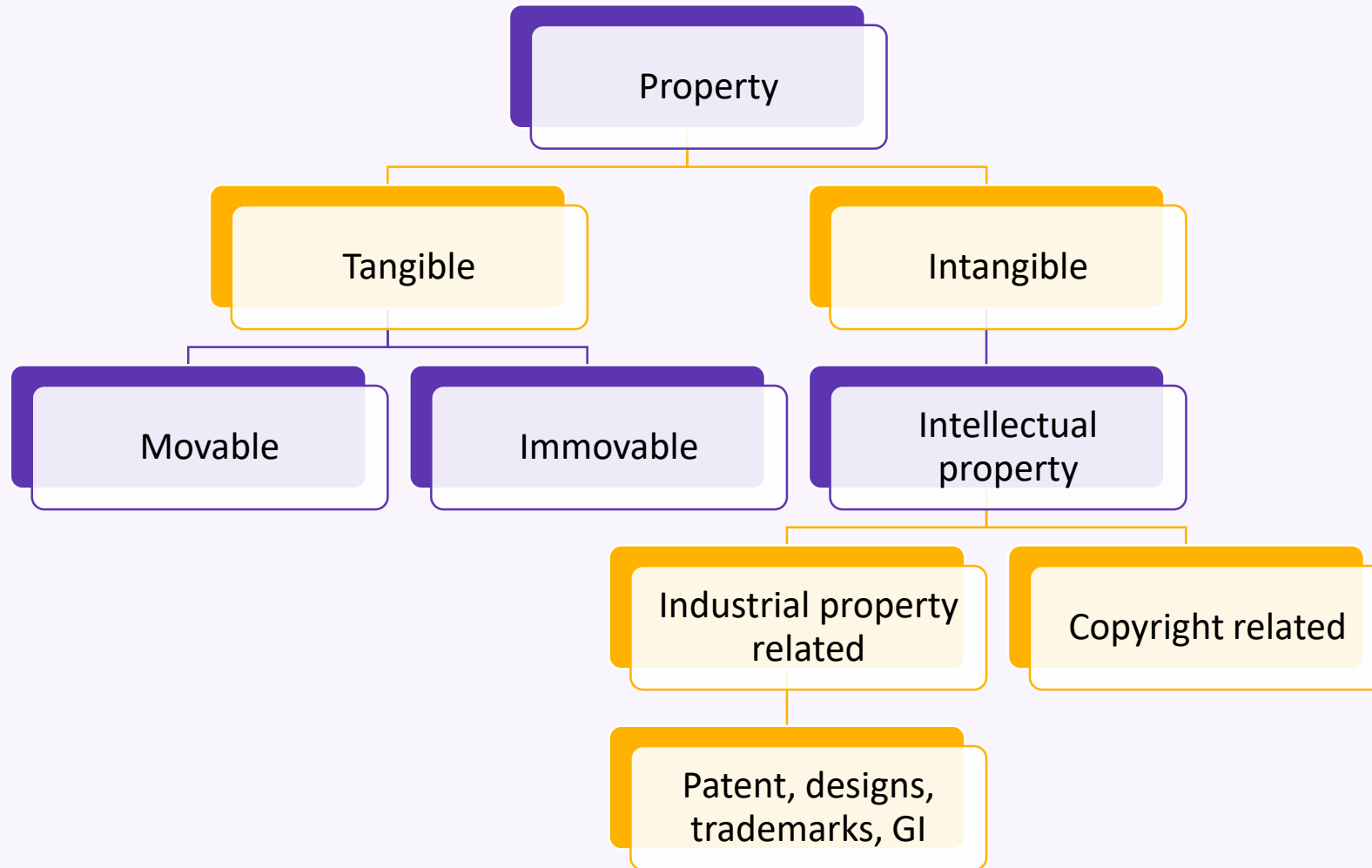
UNIT IV : INTELLECTUAL PROPERTY RIGHTS

CLASS : I MCA / II SEMESTER





Kind of Property





Intellectual Property (IP)



- IP** is the commercial application of imaginative thought to solving a technical or artistic challenge
- Intellectual Property Rights (IPRs)** are legal rights that aim to protect the creations of the human intellect
- IPRs encourage innovation by granting exclusive rights to the creators or inventors of new ideas, inventions, literary and artistic works; designs; symbols, names, and images used in commerce
- By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish



Intellectual Property (IP)



“Intellectual Property shall include the rights relating to

- Literary, artistic and scientific works
- Performances of performing artists, phonograms, and broadcasts
- Inventions in all fields of human endeavour
- Scientific discoveries
- Industrial designs – trademarks, service marks and commercial names and designations
- Protection against unfair competition
- and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields.”



Intellectual Property (IP)



Patents



Copyrights



Trademarks



**Trade
Secrets**

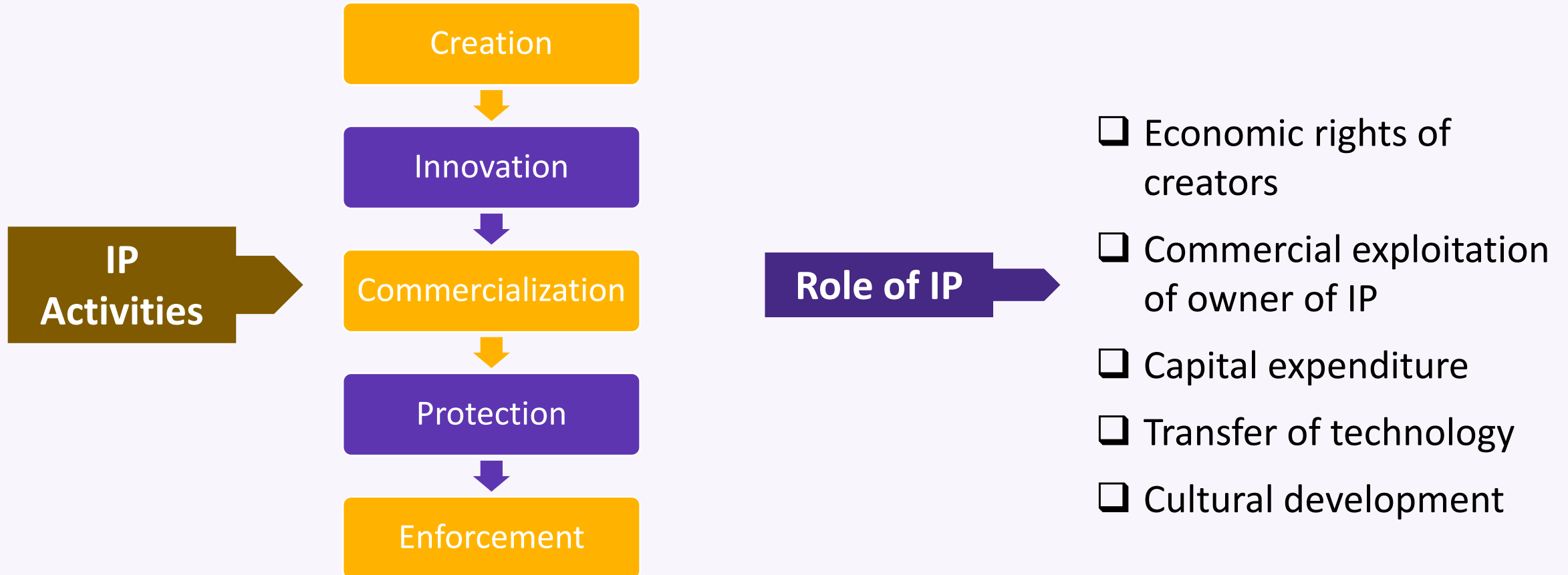


Intellectual Property (IP)





Intellectual Property (IP)





Intellectual Property (IP)

- Can be sold
- Can be bought
- Can be lease or rent
- Can pass under will
- Can be assigned
- Forced relationship
- Collaboration
- Day dreaming
- Reverse thinking
- Brain writing
- Socializing