

Intellectual Property Rights

Intellectual Property is an idea or a thing that someone has created, designed or owns

Anyone who creates something has the right to be recognised for their work and to earn money from it

This means that other people can't steal ideas or things that someone has made and use them in their own work

Intellectual Property Rights

There are three types of Intellectual Property that you need to know about:

- copyright
- patents
- trademarks

Intellectual Property Rights

Copyright:

The person who creates something is the legal **copyright holder**

This means that they have a **legal right** to control who uses it and how

This applies to a photograph someone takes or a graphic they create. It also applies to video, words (e.g. books), music, sounds and any other creative product

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Patent:

A patent protects an invention

If you invent something, a patent stops someone from copying it for at least 20 years

You apply for a patent. For example, the way you use the screen on your phone is patented.

Each individual component of the phone probably has a separate patent

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Trademarks:

A trademark protects a logo, business name or phrase that a company uses to make them distinctive

These sorts of things often make up a company's **visual identity**

You can't use anything that is trademarked in your own products

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Trademarks:

Easy life: EasyJet brand owner row prompts band name switch

A band say they are going to change their name after the brand owners of airline easyJet started legal action against them.

Indie band easy life previously said easyGroup was suing them because their name was too similar.



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Trademarks:

Trademarks can include logos, designs, words or phrases.

For example, McDonald's has 309 trademarks (as of 17 October 2023)

These include "I'm lovin' it", "Big Mac", "Quarter Pounder", "McCafe" etc...

No one can use these phrases without the permission of McDonald's