

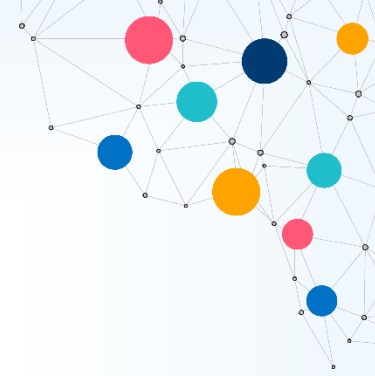
ATAL INNOVATION MISSION

INTRODUCTION TO IPR



Why is Intellectual Property important to ATLs?

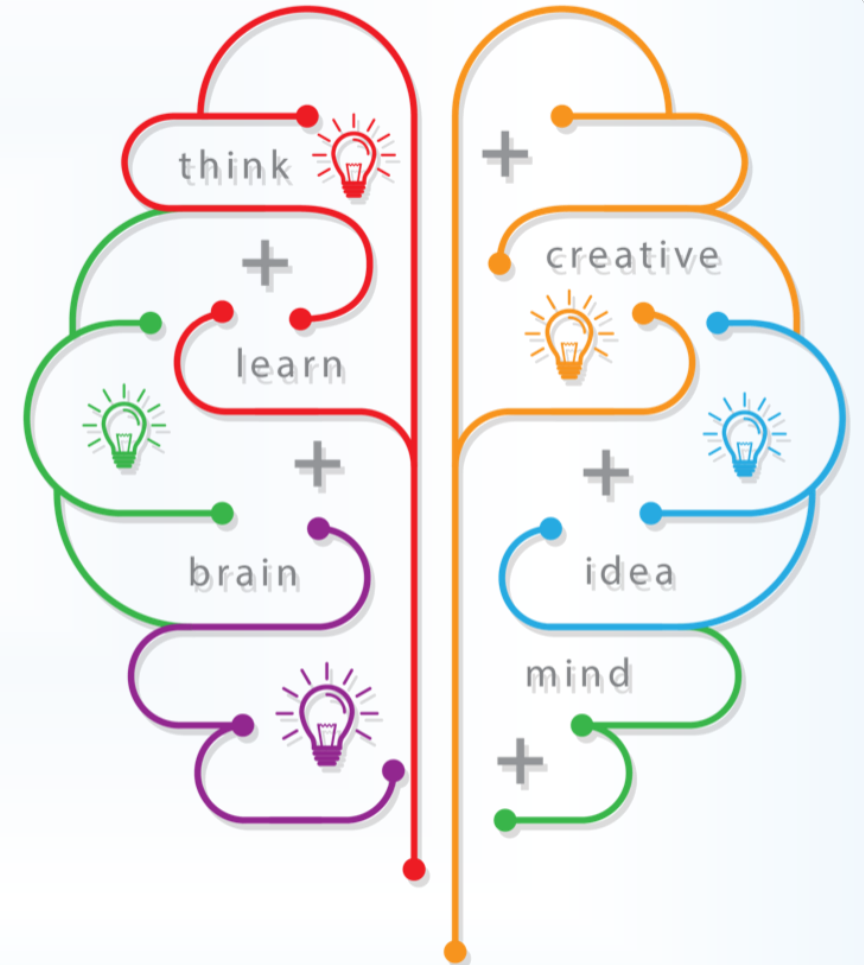
- If all ATLs create a similar prototype it helps identify which one was the original concept.
- It ensures that you receive the recognition and benefits of your hard work.
- It is important to ensure that your innovation isn't copied by other people who may abuse it for financial gains.
- After getting the IPR you can safely keep working on further improving your innovation without worrying about other people meddling in your work by falsely claiming that the idea/innovation is theirs and not yours.



What is Intellectual Property?



- 1 A type of intangible property (which cannot be touched or seen)
- 2 A product of a person's intelligence, hard work, and skill
- 3 Territorial (restricted to each country)
- 4 An idea that takes actual form as a product or work



Who can create Intellectual Property?

Everyone & Anyone



Types of Intellectual Property Rights



What is a Patent?

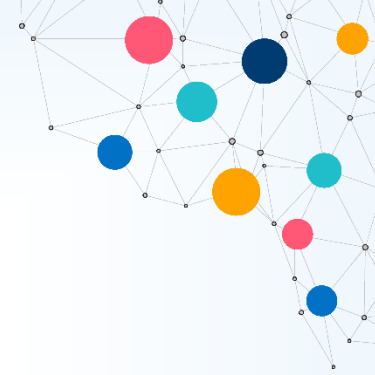
All inventions begin with an “idea”. Once the idea becomes an actual product, you can apply to the Government for a patent to protect the product so that other people cannot steal your invention and claim it was their idea.

A patent lasts for 20 years, after which your invention becomes free for anyone to use. During these 20 years, you can give a “license” and ask for a fee from those who want to use your invention.

An “invention” and not a “discovery”

Something that is new or “novel” –
For example, **Square wheels instead of round**

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How do I register a patent?

1

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.

2

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.

3

You need to pay a fee.

4

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?

Cloud

Cloud

Car

Video
game

Fossil

Alarm
clock



What is a Trademark?

A trademark is any word, name, or symbol (or their combination) that lets us identify the goods made by a company

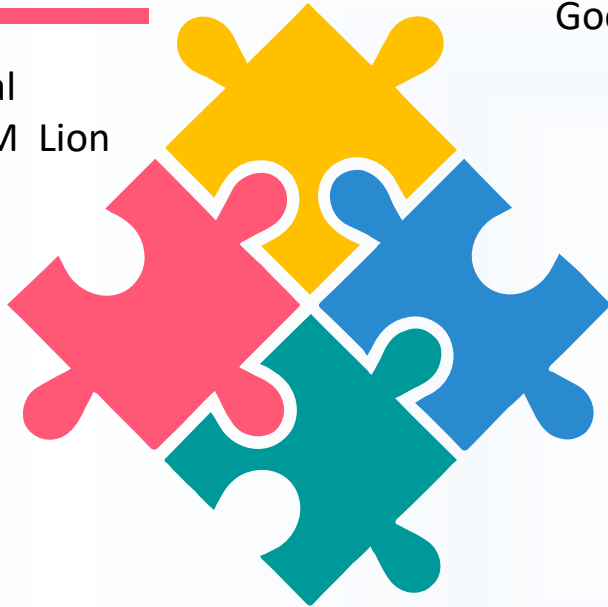
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Logos used with permission from respective proprietors.

What is a Trademark?

Non Traditional
(Example MGM Lion
roar)



A logo (Example
Google Logo)

Packaging (Example
Pepsi Bottle)

A Service Mark
(Example Vodafone)



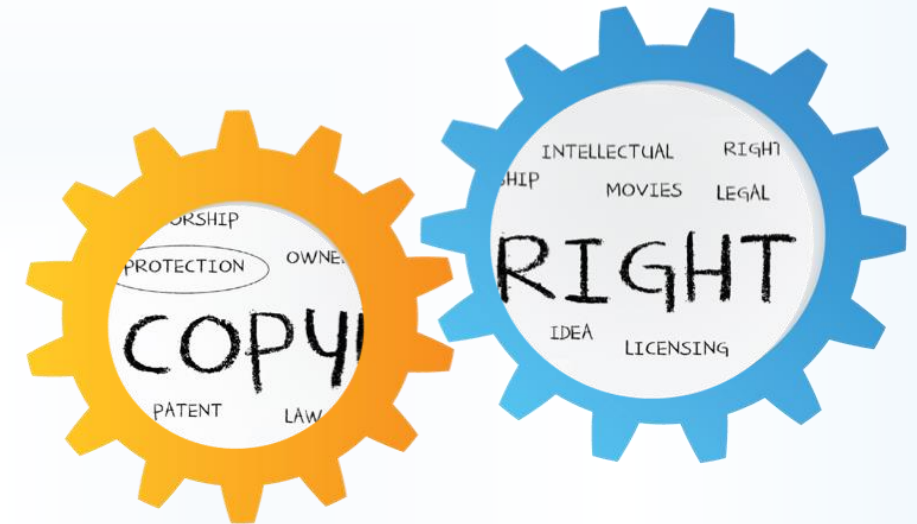
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What is a Copyright? a Copyright?

Copyright protects all “original” literary and artistic works

Works covered by copyright include books, music, paintings, sculpture, films, computer programs, etc.

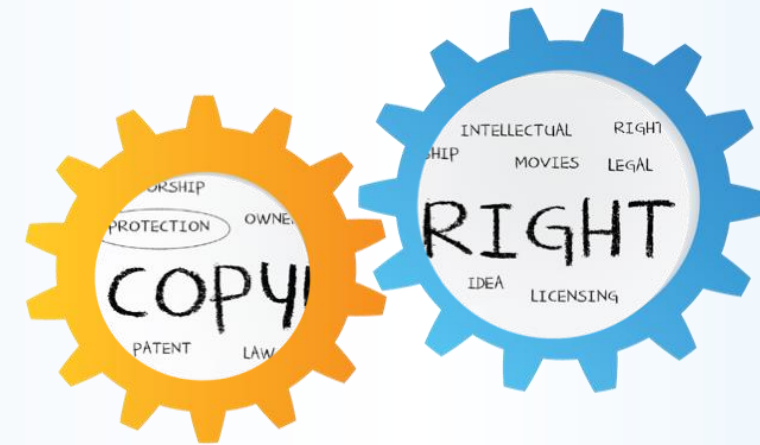
A copyright is a right “not to copy”



How long does a Copyright Protection last?

Literary, dramatic, musical, and artistic works enjoy copyright for 60 years counted a year from the death of their author.

Cinematograph films, sound recordings, and photographs enjoy copyright for 60 years from the date of their publication.





What is a Design?

A 'Design' means the shape, pattern, arrangement of lines or colour combination that is applied to any article.

Given to eye catching features as opposed to function

A license is valid for up to 15 years

Once the validity period is over, everyone can use the design



What criteria should my Design cover, to be registered?



The design should be new or original, not previously published or used in any country.



The design should be applied or applicable to any article by an industrial process.



Calendars, greeting cards, stamps and cartoons cannot be protected as designs.



The features of the design in the finished article are judged based on their aesthetic value, not functionality.



Anything that is/can be registered as a trademark or copyright cannot be registered as a design.





Test your Knowledge



Can you think of some examples of the various types of Intellectual Property that we have discussed?

PATENTS – Patent protection for new, inventive technology used in the phone

TRADEMARKS – Trademark protection for the trademark (or logo) on the phone

COPYRIGHT – Copyright protection for the advertisement of the phone

DESIGNS – Design protection for the eye-catching phone case or cover.





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

Trademark Certificate

Patent Certificate

Design Certificate

Copyright Certificate



Leadership

- Mother Teresa,
- Sachin Tendulkar,
- Ratan Tata,
- Mahatma Gandhi
- Adolf Hitler

