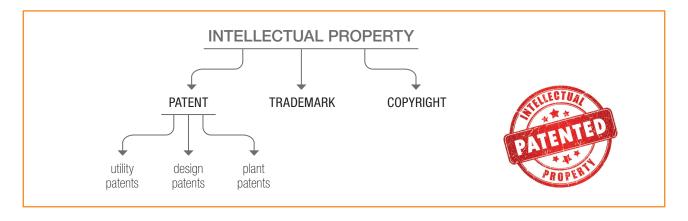
Patent, copyright and trademark



atents, trademarks and copyrights are collectively known as **intellectual property (IP)**, the area of law that deals with protecting the rights of creators of original works. It covers everything from video games and novels to inventions and company identification marks and names. Its purpose is to encourage new technology, artistic expressions and inventions while promoting economic growth.

A **patent** is the grant of a property right to an inventor (or patent holder) for his creation. It protects an invention from being copied, made, sold or used by others for a certain period of time. Inventors need to apply for a patent at the Patent and Trademark office, which can issue or refuse it. There are three different types of patents:

- utility patents, for different types of machines and technological inventions;
- design patents, for the unique exterior aspect of objects;
- **plant patents**, for plant varieties that are asexually reproduced, including hybrids.



A **trademark** is a company's identification name, word, logo or symbol that makes it easy for consumers to recognise the company and its products from competitors. Trademark rights are used to prevent others from using a confusingly similar mark, but not to prevent them from making and selling the same goods under a different mark. Trademarks are registered at the Patent and Trademark Office and identified by the symbol "r" or "TM".

Copyright is the form of legal protection provided to authors of "original works of authorship", including literary, dramatic, musical, and any other kind of artistic creation (i.e. photos, software programmes and cartoons). Copyright is not registered in a government office but it is secured automatically when the work is created, by using the copyright symbol © and the author's name, within the year of first publication or creation for unpublished works. In Italy it is advised to register the authorship of a work to SIAE (Società Italiana Autori ed Editori) to prove the ownership of a work of art. The 1976 Copyright Act gives owners exclusive rights to reproduce, publicly display or perform their work. Additionally, owners are given economic rights to financially benefit from their work and prohibit others from doing so without their permission. Copyrights do not protect ideas, only how they are expressed.

There are strict laws to protect intellectual property rights and when they are violated, lawyers sue the person who violated the intellectual property rights charging them for damages and lost royalties.

	1	Read the text and fill in the blanks with the right word. name • idea • shoulders • trademark • demo • copyright • intellectual • rights • tired • purchase • invention • understand • canoeing • patent • thought				
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	2	Read the text and choose the right option.				
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9. 12 months after the application to the Intellectual Property Office, you get a patent.10. Patents in the UK are not free of charge.

4 Surf the Internet for an original invention which has become a patent and talk about it to the class.

5. If you go to an attorney you can prove for little money that you are the inventor of an idea.

8. An individual application to the Intellectual Property Office proves your ownership of the idea forever.

6. A patent attorney can help you protect and safeguard your invention.

7. You don't have to go to a patent attorney to get a patent.