



**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

**Copyright, patent, and trademark in use**



In order to better 1. .... the different forms of 2. .... property, let's consider this simple practical example: suppose you are fond of 3. .... down rivers, but you always grow frustrated and 4. .... when you have to carry your canoe on your 5. .... around the shallow spots of the river. You give the matter some 6. .... and come up with an original 7. .... of a machine that lifts your boat automatically over the shallow spots, without any physical effort. You can get a 8. .... to protect your 9. .... to your invention. Later, you decide to market your 10. .... calling it the "Boat-lifter." The 11. .... "Boat-lifter" can be a 12. .... . If you make a 13. .... DVD, which you want to include with each 14. ...., called "Getting the Most from Your Boat-lifter," that DVD will be protected by 15. ....

**2** Read the text and choose the right option.

**Copyright, trademark or patent protection?**

There can be some 1. ...., between the three, especially between copyright and 2. .... If you paint a picture, that is protected by 3. .... What happens if someone sees your picture, likes it, and wants to use it as a 4. .... for a company they run? Now, that same picture 5. .... be a trademark. The picture's status as a trademark does not affect its 6. .... status. Both 7. .... will be there, and it is only a question of which form of protection you will use to enforce your 8. .... in the work of art. That, in turn, depends on how those rights are 9. .... If your picture has just been copied, it's a copyright 10. .... If it's used to 11. .... a different product, it's probably a 12. .... infringement as well.

- |                    |                |               |                          |
|--------------------|----------------|---------------|--------------------------|
| 1. a. problem      | b. mistake     | c. overlap    | d. confusion             |
| 2. a. patent       | b. trademark   | c. protection | d. intellectual property |
| 3. a. trademark    | b. lawyers     | c. artists    | d. copyright             |
| 4. a. symbol       | b. logo        | c. mark       | d. brand                 |
| 5. a. could        | b. has to      | c. must       | d. will                  |
| 6. a. legal        | b. artistic    | c. original   | d. copyright             |
| 7. a. rules        | b. protections | c. activities | d. duties                |
| 8. a. rights       | b. money       | c. property   | d. creativity            |
| 9. a. broken       | b. sold        | c. violated   | d. bought                |
| 10. a. prosecution | b. crime       | c. mistake    | d. infringement          |
| 11. a. buy         | b. imitate     | c. sell       | d. differentiate         |
| 12. a. trademark   | b. patent      | c. trade      | d. business              |



**Facts and figures**

The Intellectual Property Office receives 17,375 UK patent requests on average every year, but only two to four percent of ideas are successful.

**3** Listen to the text and say if the statements are true or false. Correct the false ones.

- |   |   |
|---|---|
|   | <b>T F</b>  |
| 1. Thousands of British inventors get a patent for their inventions every year.                             | <input type="checkbox"/> <input type="checkbox"/> |
| 2. The Brits are particularly inventive in their free time.   | <input type="checkbox"/> <input type="checkbox"/> |
| 3. Your ideas may become patents if they are well-known.  | <input type="checkbox"/> <input type="checkbox"/> |
| 4. If you want to qualify for a patent make sure your idea is not present online.                           | <input type="checkbox"/> <input type="checkbox"/> |
| 5. If you go to an attorney you can prove for little money that you are the inventor of an idea.            | <input type="checkbox"/> <input type="checkbox"/> |
| 6. A patent attorney can help you protect and safeguard your invention.                                     | <input type="checkbox"/> <input type="checkbox"/> |
| 7. You don't have to go to a patent attorney to get a patent.   | <input type="checkbox"/> <input type="checkbox"/> |
| 8. An individual application to the Intellectual Property Office proves your ownership of the idea forever. | <input type="checkbox"/> <input type="checkbox"/> |
| 9. 12 months after the application to the Intellectual Property Office, you get a patent.                   | <input type="checkbox"/> <input type="checkbox"/> |
| 10. Patents in the UK are not free of charge. ....  | <input type="checkbox"/> <input type="checkbox"/> |

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