



Intellectual Property

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Introduction

"Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce"

Source: WIPO (World Intellectual Property Organization)

trademarks

patents

trade secrets

re

copyright

piracy



TrademarksTM

Protection of slogans, logos, catch phrases, company names, characters

"Good Faith" usage of others' trademarks

- Descriptive Use
- Intended Purpose

Section 120-124 of the Trade Marks Act 1995

trademarks

patents

trade secrets

re

copyright

piracy



Patents

Exclusive commercial rights to an invention / method in exchange for the **public disclosure** of its workings / process

Prevents other companies from selling your claims without permission

trademarks

patents

trade secrets

re

copyright

piracy



Trade Secrets



Designs, processes, methods, patterns, the Krabby Patty secret formula that are kept confidential and private (compare this to patents).



No protection against information leaks.

trademarks

patents

trade secrets

re

copyright

piracy

trademarks

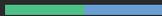
patents

trade secrets

re

copyright

piracy



Is it legal?

Can a EULA forbid someone from reverse engineering?

Reverse Engineering

©copyright



Grants and rights to authors of original works and creations

trademarks

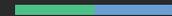
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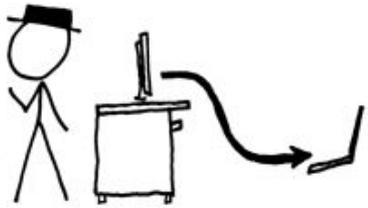
piracy



Piracy

THINKING OF BUYING FROM AUDIBLE.COM OR iTUNES?

REMEMBER, IF YOU PIRATE SOMETHING, IT'S YOURS FOR LIFE. YOU CAN TAKE IT ANYWHERE AND IT WILL ALWAYS WORK.



BUT IF YOU BUY DRM-LOCKED MEDIA, AND YOU EVER SWITCH OPERATING SYSTEMS OR NEW TECHNOLOGY COMES ALONG, YOUR COLLECTION COULD BE LOST.

AND IF YOU TRY TO KEEP IT, YOU'LL BE A CRIMINAL (DMCA 1201).

SO REMEMBER: IF YOU WANT A COLLECTION YOU CAN COUNT ON, PIRATE IT.

HEY, YOU'LL BE A CRIMINAL EITHER WAY.



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graph TD; A{BUY OR PIRATE} -- BUY --> B[THINGS CHANGE]; A -- PIRATE --> C[YOU'RE A CRIMINAL]; B --> D[YOU TRY TO RECOVER YOUR COLLECTION]; D --> C;
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(IF YOU DON'T LIKE THIS, DEMAND DRM-FREE FILES)

- trademarks
- patents
- trade secrets
- re
- copyright
- piracy

trademarks

patents

trade secrets

re

copyright

piracy

ugh, there was
more?? >:(

Activity

