

INTELLECTUAL PROPERTY

What is it and types of rights

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

IPRs aim to foster a society in which creativity, innovation and entrepreneurship can flourish. IP laws allow innovators and creators to benefit at reputational and financial levels from their innovations and creations.

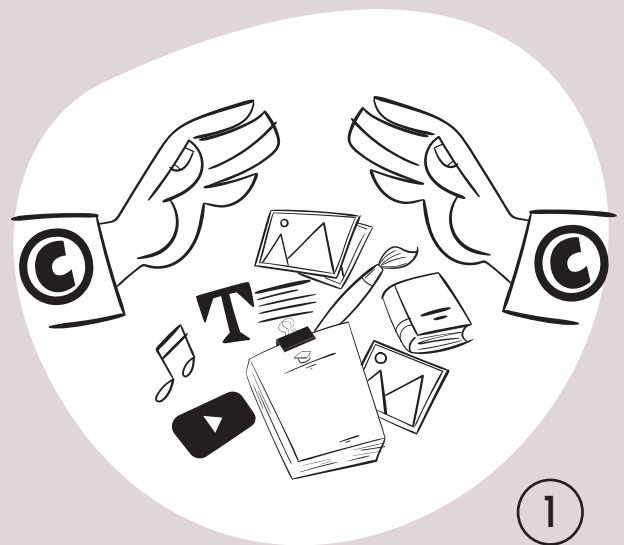
IP RIGHTS

Types and what they protect



COPYRIGHT

Copyright protects original literary, scientific and artistic works, such as poems, articles, software, films, songs or sculptures. No one but you has the right to publish or reproduce the work.



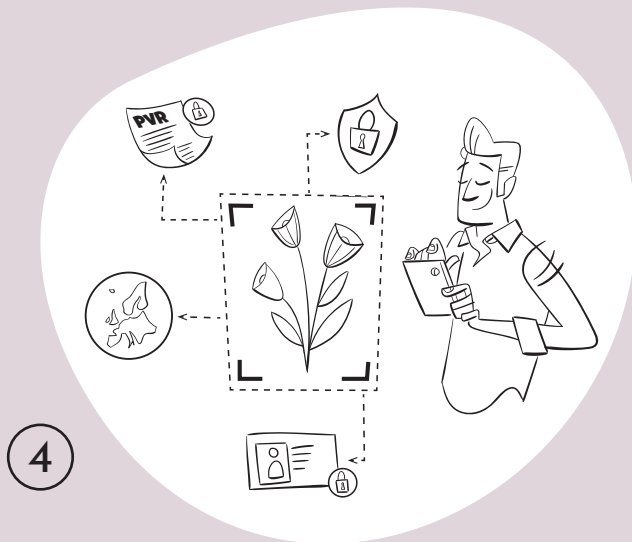
TRADE MARKS

A trade mark protects signs used in the market to identify the commercial origin of goods or services – distinguishing them from those coming from other undertakings.

DESIGNS

A design offers protection for the appearance of the whole or a part of a product resulting from the features of the lines, contours, colours, shape, texture and/or materials of the product itself and/or its ornamentation.





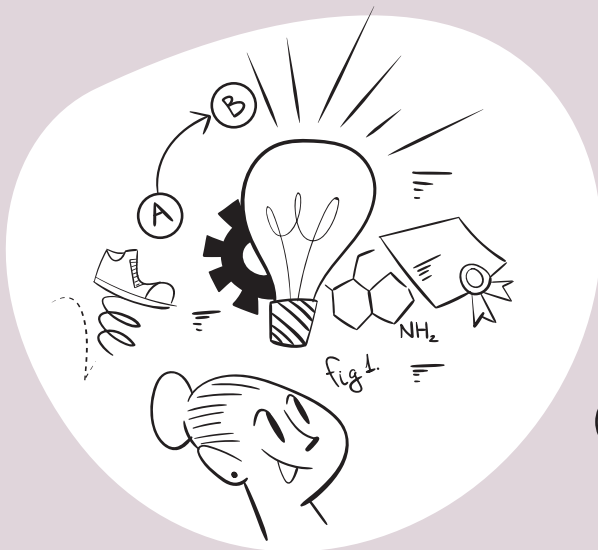
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PLANT VARIETY

Plant Variety Rights (PVR), also known as plant breeders' rights, provide legal protection and exclusive control over the propagation and commercialisation of a new plant variety (namely their propagating material such as seeds or harvested material under certain conditions) for a limited period.

PATENTS

A patent is an exclusive right granted for an invention. It is usually a product or a process that provides a new way of doing something or a technical solution to a problem.



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GEOGRAPHICAL INDICATIONS

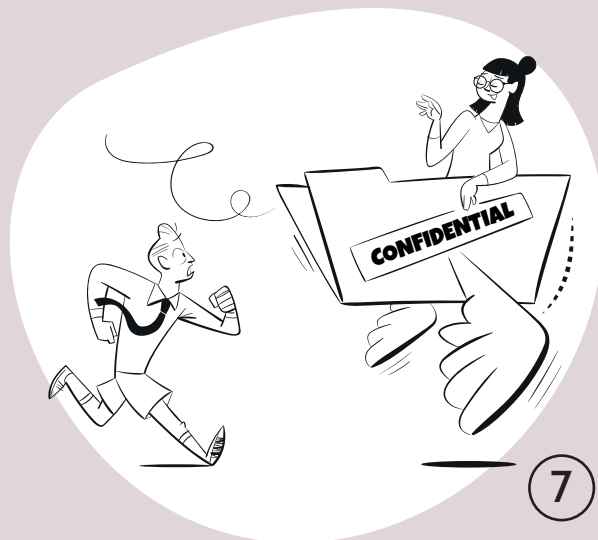
Geographical indications (GIs) protect specific products, whose qualities and/or reputation are specifically attributed to the geographical area of production.



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TRADE SECRETS

Trade secrets are intellectual property (IP) rights on confidential business information that gives a company its competitive edge. Trade secrets encompass manufacturing, industrial and/or commercial secrets.



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