

Intellectual Property Rights

HENRY LOESER

Origins of IPR



Parliament of England

Long title An Act concerning Monopolies and Dispensations with penall Lawes and the Forfeiture thereof.^[2]

Citation 21 Jac 1 c 3

Introduced by Sir Edward Coke

Territorial extent England and Wales

Dates

Royal assent 25 May 1624

Commencement 25 May 1624

Anno Octavo

Annæ Reginae.

An Act for the Encouragement of Learning, by Vesting the Copies of Printed Books in the Authors or Purchasers of such Copies, during the Times therein mentioned.



Whereas Printers, Bookellers, and other Persons have of late frequently taken the Liberty of Printing, Reprinting, and Publishing, or causing to be Printed, Reprinted, and Published Books, and other Writings, without the Consent of the Authors or Proprietors of such Books and Writings, to their very great Detriment, and too often to the Ruin of them and their Families: For Preventing thesefole such Practices for the future, and for the

Encouragement of Learned Men to Compose and Write useful Books: May it please Your Majesty, that it may be Enacted, and be it Enacted by the Queens most Excellent Majesty, by and with the Advice and Consent of the Lords Spiritual and Temporal, and Commons in this present Parliament Assembled, and by the Authority of the same, That from and after the Tenth Day of April, One thousand seven hundred and ten, the Author of any Book or Books already Printed, who hath not Transferred to any other the Copy or Copies of such Book or Books, Share or Shares thereof, or the Bookeller or Bookellers, Printer or Printers, or other Person or Persons, who hath or have Purchased or Acquired the Copy or Copies of any Book or Books, in order to Print or Reprint the same, shall have the sole Right and Liberty of Printing such Book and Books by the Term of One and twenty Years, to Commence from the said Tenth Day of April, and no longer; and that the Author of any Book or Books already Composed and not Printed and Published, or that shall hereafter be Composed, and his Assignes, or Assignes, shall have the sole Liberty of Printing and Reprinting such Book and Books for the Term of four-

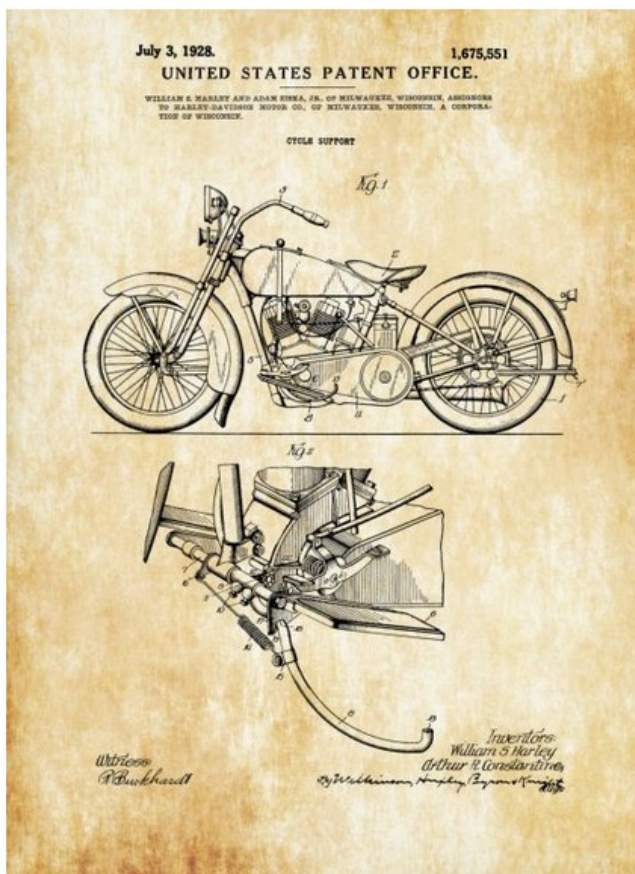
Types of IPR

- ▶ Patent
- ▶ Trademark
- ▶ Trade Secret
- ▶ Copyright

Patent

- ▶ - Protects useful and non-obvious scientific and technological advancements and inventions
- ▶ - must be new and novel
- ▶ Purpose – To promote development of new ideas and new inventions by protecting the return on investment
- ▶ Rights & Responsibilities
- ▶ - Exclusive rights to make and/or sell your invention (and close equivalents)
- ▶ - 20 years

Patent



Trademark

- ▶ - Protects marks and/or symbols that represent products
- ▶ Purpose
- ▶ - Enabling consumers to identify the source of products
- ▶ - Enabling producers to distinguish their brands

Trademark

The image shows a screenshot of the T-Mobile website homepage. At the top, there is a pink navigation bar containing the T-Mobile logo on the left and a menu of links: DEALS, PHONES, PLANS, MY T-MOBILE, a search icon, and a hamburger menu icon labeled MENU. Below the navigation bar is a large pink banner with the main headline "Switch today and bring your phone" in white, bold text. Underneath the headline is a sub-headline: "Take our switching quiz and talk to an expert." A white button with the text "Get started" is centered below the sub-headline. At the bottom of the banner, five diverse people are shown from the waist up, each holding and looking at their smartphone. The background behind them is a solid pink color. In the bottom right corner of the banner, there is a small white arrow pointing upwards.

Trade Secret

- ▶ Formula, process, device, or other business information that companies keep private to give them a business advantage over their competitors.
- ▶ Physical and digital protection of ideas is also necessary

Trade Secret

- ▶ Formulas
- ▶ Customer lists
- ▶ Survey results
- ▶ Computer algorithms



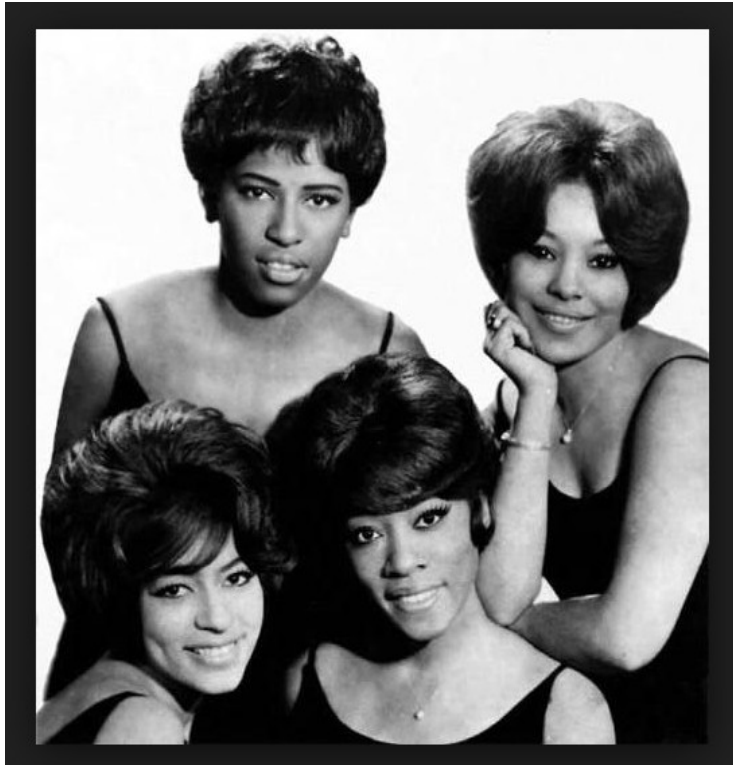
Copyright

- ▶ A set of legal rights that arise from literary and/or creative work.
- ▶ Any creative expression fixed in a tangible medium.

Copyright

- ▶ - books, poems, songs, films, paintings, dances, sculpture
- ▶ Purpose
- ▶ - Incentivize creative output through protection of work
- ▶ Rights & Responsibilities
- ▶ - Exclusive right for copies
- ▶ - Or any substantially similar work or derivative (but not facts or style)
- ▶ - Distribution and/or public display
- ▶ - Lifetime +70 years

Copyright



Copyright

- ▶ Types of Rights for Broadcasting
- ▶ - Authors
- ▶ - Publishers
- ▶ - Recordings
- ▶ - Performances

Copyright

- ▶ Uses
- ▶ - Descriptions, accounts, reuse, rebroadcast
- ▶ - Any media
- ▶ - Any public use

Copyright

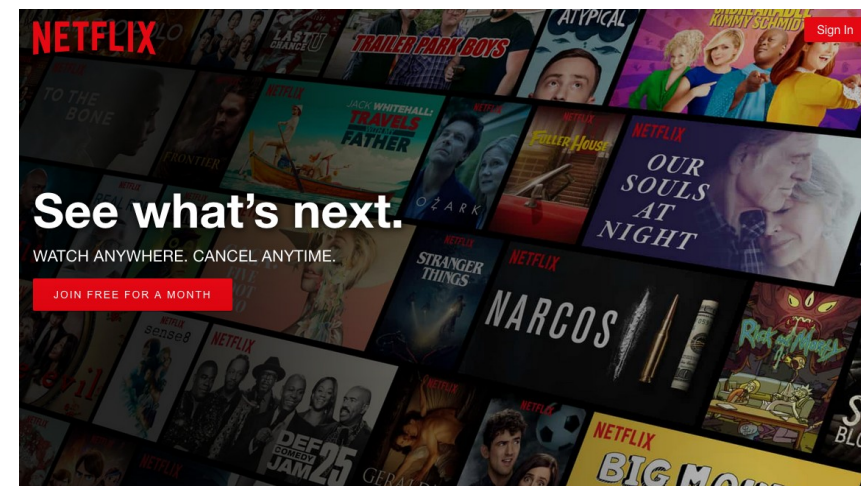
- ▶ Copyright Management
- ▶ Laws and Regulations
- ▶ Copyright Management Organizations (CMO's)

Copyright

- ▶ Terrestrial Broadcasting
 - ▶ - Legacy Radio & Television
- ▶ Online Broadcasting
 - ▶ -Streaming vs. Podcasting

Copyright

FOX



Copyright

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1456 København K
Denmark

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Bajo Izquierda
28004 Madrid
Spain

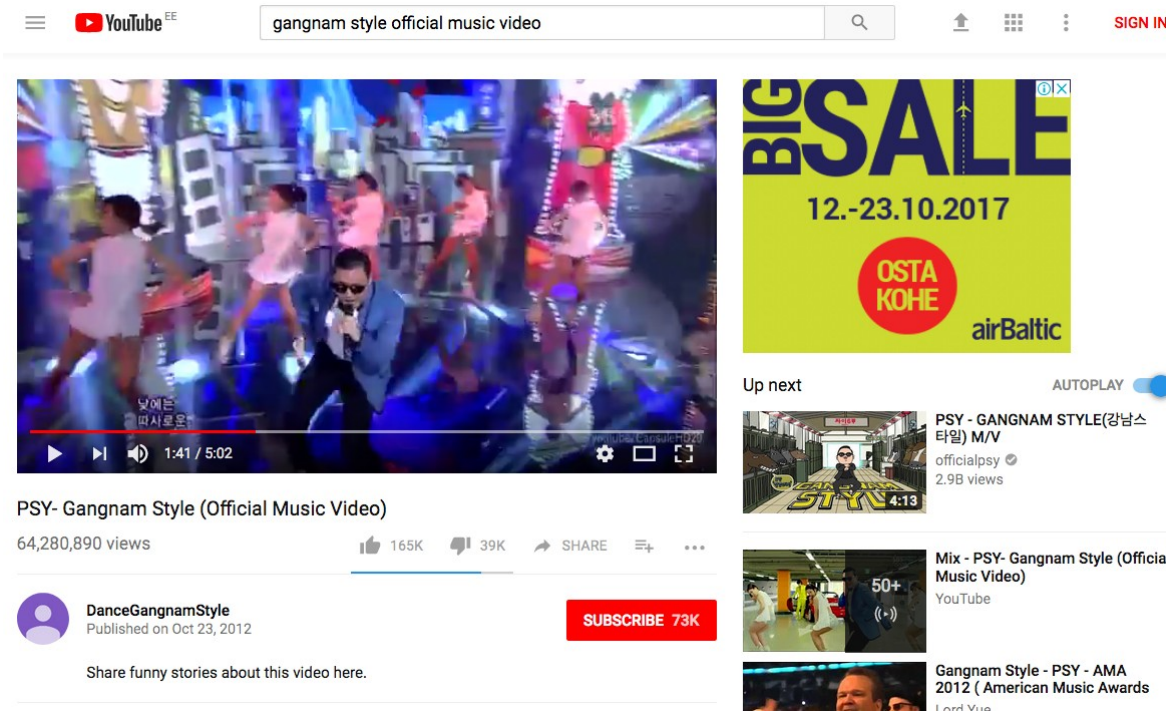
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Merimiehenkatu 36 D
FI-00150 Helsinki
Finland

Spotify France SAS
166 rue du Faubourg

Spotify Italy S.r.l.
c/o Copernico via

Copyright

The YouTube Rule: Three Strikes



The screenshot shows the YouTube interface for the PSY - Gangnam Style (Official Music Video). The video player is at 1:41 / 5:02. Below the video, the title "PSY- Gangnam Style (Official Music Video)" is displayed, along with 64,280,890 views, 165K likes, and 39K comments. The channel "DanceGangnamStyle" is listed, published on Oct 23, 2012, with a "SUBSCRIBE 73K" button. A share link is provided: "Share funny stories about this video here." To the right, an advertisement for "BIG SALE 12.-23.10.2017" by "airBaltic" is shown. Below the ad, the "Up next" section features an "AUTOPLAY" toggle and several video recommendations, including "PSY - GANGNAM STYLE(강남스타일) M/V" by "officialpsy" (2.9B views), "Mix - PSY- Gangnam Style (Official Music Video)" by "YouTube", and "Gangnam Style - PSY - AMA 2012 (American Music Awards)" by "Lord Vibe".

Copyright



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