



Intellectual
Property
Office

Intellectual Property

Copyright, Designs, Patents & Trade Marks

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<https://www.Video Two.com/watch?v=8d2hJIOCYj0>

Trade Marks

A sign which can distinguish your goods and services from those of your competitors



Words



Image



Shape

Registered Designs

- Protects the outward appearance of a product or part of a product.
- Registered designs do not have to be beautiful, attractive or artistic ... they simply have to be different
- If the look of your product gives your business a competitive edge you could apply to the IPO to register it

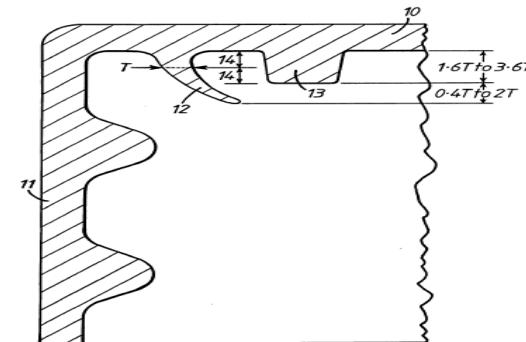


Patents

- Protects your invention and prevents others from making, using importing or selling the invention without permission of the owner.
- Inventions must be **new** – not known anywhere in the world prior to the filing date
- Inventions must have an '**inventive step**' – not obvious, a simple adaption or combination
- Must be industrially applicable and have a '**technical effect**'
- Patent protection last for 25 years.



Patent - GB 2222821



Copyright

- Automatic Right
- Protects original works
- What does copyright protect?



Books, technical reports, manuals, databases, music, advertising, promotional literature, computer software, photographs



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<https://www.youtube.com/watch?v=Video one>

<https://www.Video Two.com/watch?v=8d2hJIOCYj0>

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