
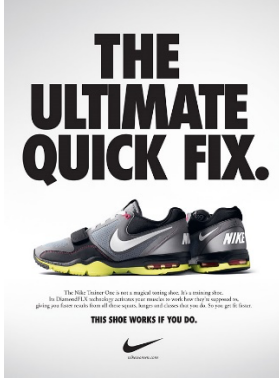
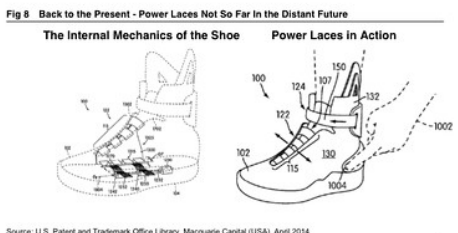




West Hill Technology Counsel
Forms of IP Overview

Type of IP	What is Protected?	Example
Trademark ™ or ®	Protects Brands “marks used in commerce” <ul style="list-style-type: none"> brand names logos tag-lines 	Word NIKE Symbol  Slogan JUST DO IT.
Copyright ©	Protects “works of authorship fixed in any tangible medium of expression” <ul style="list-style-type: none"> website content software reports data compilations photo and video 	Marketing copy 
Patent	Protects “inventions” Kinds of Patents: <u>Utility</u> = process, machine, article of manufacture <u>Design</u> = ornamental design for an article of manufacture <u>Plant</u> = distinct and new variety of plant	 <p>Fig 8 Back to the Present - Power Laces Not So Far in the Distant Future</p> <p>The Internal Mechanics of the Shoe Power Laces in Action</p> <p>Source: U.S. Patent and Trademark Office Library, Macquarie Capital (USA), April 2014</p>
Know-How	Protects information; the ability to achieve a practical end due to “knowledge and/or skill”	Process for effective manufacturing