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Lesson 4 (2) Intellectual Property.

UNDER CONSTRUCTION

(Compulsory readings. Supplement to classroom notes and course materials)

I Introduction

Intellectual Property is intangible property resulting from creations. Its owners and holders have specific rights, as established by the Law. Please note the differences:

- **(Propiedad Industrial) industrial property**, ie: *patents on inventions, designs and models, protected designations of origin; new varieties of vegetal, etc*
- **(Signs)**, trademarks, registered trademarks, service brands etc
- **(Propiedad intelectual) copyright and related rights**, ie: music, literature, paintings, sculptures.
- **Commercial strategies and other immaterial property rights**: trade secrets, know-how, confidentiality agreements, or rapid production.



Gijón, Asturias

Intellectual Property rights (IPRs) allow titleholders (inventors, creators, artists, or other rightsholders) - to decide how, when and where their creations are used and/or exploited. Such rights have a negative and a positive manifestation

IP protection varies from one IP right to another. In very general terms we say that:

- **patents allow** the holder to stop third parties from making, using or selling the holder's invention for a certain period (maximum of years (20)
- **trademarks** protect the «hallmark» (*signo distintivo*) of protected product/service by preventing other business from the offering, etc services/products under the same hallmark
- **copyright / neighbouring rights.**
 - *moral or paternity contents*
 - *economic content,*
- **Other IP**
 - Classroom notes
- **Please note: licence / cession**