**INTELLECTUAL PROPERTY INTRODUCTION CHART**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Patent | TRade Secret | Copyright | Trademark | TRade Dress |
| Example | https://techcrunch.com/wp-content/uploads/2013/07/iphone-camera-patent.jpg?w=730&crop=1 | C:\Users\conei\Downloads\Coke Recipe.jpg | https://images.fineartamerica.com/images/artworkimages/mediumlarge/1/the-road-not-taken-by-robert-frost-on-parchment-desiderata-gallery.jpg | C:\Users\conei\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\C9E85794.tmphttps://create.adobe.com/2017/8/25/what_you_can_learn_from_the_evolution_of_the_nbc_logo_/_jcr_content/article-body/image_caption_side_4/image1.img.jpg/1503701674167.jpghttps://s4827.pcdn.co/wp-content/uploads/2011/08/Apple-Logo.jpeg | https://sc01.alicdn.com/kf/UTB8wi8BCqrFXKJk43Ov761bnpXaE/937056012/UTB8wi8BCqrFXKJk43Ov761bnpXaE.png |
| What Is Protected | An invention in any of 3 categories:  Utility  Plant  Design | Confidential business know-how (e.g., formulas, recipes, methods, processes) | Writing, computer software code, music, art, architecture, graphic design | Basically, your brand: a word/phrase, slogan, logo or visual symbol (trade dress) that supports a brand | Product packaging or design |
| Criteria for Protection | New  Non-obvious  Useful (for a utility patent)  Non-functional (for a design patent) | Must be kept secret | Original (new)  Creative  “Fixed in a tangible medium of expression” | Distinctive – not generic or descriptive  Unambiguously identifies source of product or service | Distinctive (in the consumer’s mind, packaging or design = source of product)  Non-functional |
| HOW to REGISTER for protection |  |  |  |  |  |
| Period of Protection | 20 years from filing of application (14 years for a design patent) | Until no longer secret | In most cases, 70 years from the death of the creator | Until no longer used | Until no longer used |