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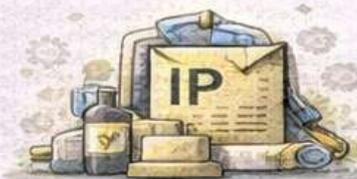
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WHAT IS INTELLECTUAL PROPERTY?

INTELLECTUAL PROPERTY (IP) refers to creations of the mind - inventions, literary & artistic works, designs, symbols, names, and images used in commerce.



KEY BENEFITS OF INTELLECTUAL PROPERTY IN BUSINESS



PATENT

Exclusive rights to new inventions and processes.



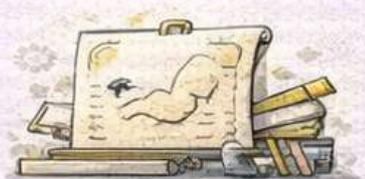
TRADEMARK

Identification of brands and distinctive signs.



COPYRIGHT

Protects original works of authorship such as literature & music.



DESIGN

Protection of the visual appearance of products.

Intellectual property rights empower businesses by safeguarding ideas, brands, and products.





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— UNDERSTANDING — **TRADEMARK PROTECTION**

WHAT IS A TRADEMARK?

A **Trademark** is a sign capable of **distinguishing** the goods or services of one enterprise from those of others.



◆ BENEFITS OF TRADEMARK PROTECTION IN BUSINESS ◆

LEGAL PROTECTION



Secures exclusive rights with national & international protection

DISTINCTIVE IDENTITY



Helps consumers identify and trust your products or services

BUSINESS ASSET



Builds brand reputation & can be licensed, franchised, or sold

SUMMARY POINTS OF TRADEMARK REGISTRATION



Conduct a trademark search



Register your trademark



Monitor & enforce rights



Safeguard business identity

Trademarks protect your brand identity, prevent unfair competition, and secure your business's reputation

WHAT ALL CAN BE REGISTERED AS A TRADEMARK

— A practical knowledge guide for businesses —



1. Understanding the idea of a trademark (*in simple terms*)

In the marketplace, people do not identify businesses by legal documents—they identify them by *signs*.

- A name they remember.
- A logo they recognize.
- A color they associate with a product.
- A sound they instantly connect with a brand.

A trademark is the legal tool that protects these identifying signs.

According to internationally accepted principles followed by WIPO, a trademark is “any sign capable of distinguishing the goods or services of one enterprise from those of another.” If a sign helps consumers identify the “source” of goods or services, it may qualify for trademark protection—subject to legal requirements. 

2. Word-based trademarks: *the most powerful form of protection*

Brand names and product names

Words are the most common and strongest form of trademarks.

These include:

- Initials of a business
- Letter combinations used as brand identifiers
- Abstract or coined words

Numerals

Numbers, either alone or in combination, may also be registered when they function as brand identifiers rather than descriptions.

A word mark protects the “name itself, regardless of how it is written, stylized, or displayed. This is why many businesses prefer registering word marks at an early stage. 

3. Letter marks and numeral marks

Letters

Single letters or combinations of letters can be registered as trademarks if they are distinctive.

- Initials of a business
- Letter combinations used as brand identifiers

A word mark protects the “**Visual identity**” of a brand. Even when a logo contains no words, it can function as a strong trademark if consumers associate it with a

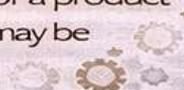
Figurative elements and logos

Logos, symbols and pictorial elements are collectively known as “figurative marks:”

- Shape marks
- Three dimensional (3D) marks

To qualify.

- The shape must be distinctive
- The shape must not be purely functional

If consumers identify the source of a product primarily by its shape, that shape may be eligible for trademark protection. 



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— UNDERSTANDING — **COPYRIGHT PROTECTION**

WHAT IS COPYRIGHT?

COPYRIGHT is a legal right that **protects original works** of authorship.



◆ BENEFITS OF COPYRIGHT PROTECTION IN BUSINESS ◆

EXCLUSIVE RIGHTS



Provides the creator with control over their work is used.

FINANCIAL REWARDS



Enables income through sales, licensing & royalties

ARTISTIC WORKS



Acknowledges & credits the creator's work

SUMMARY POINTS OF COPYRIGHT REGISTRATION



Confirm originality

Register your work

Report violations

Enforce your rights

Copyrights protect your creative works, prevent unauthorized use, and reward creators.



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— UNDERSTANDING — **PATENT PROTECTION**

WHAT IS A PATENT?

A **PATENT** is an exclusive right granted for an **invention** that provides a new and **inventive** solution to a problem.



◆ BENEFITS OF PATENT PROTECTION IN BUSINESS ◆

EXCLUSIVE RIGHTS



Gives you exclusive rights to make, use, or sell your invention.

COMPETITIVE ADVANTAGE



Provides a market edge by preventing others from copying your invention

TECHNOLOGIES

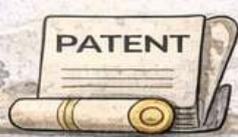


Attracts investors and partners by showcasing innovative potential

SUMMARY POINTS OF PATENT REGISTRATION



Confirm patent search



File patent application



Navigate review process



Enforce your patent rights

Patents protect your inventions, stimulate innovation, and provide a competitive market edge.



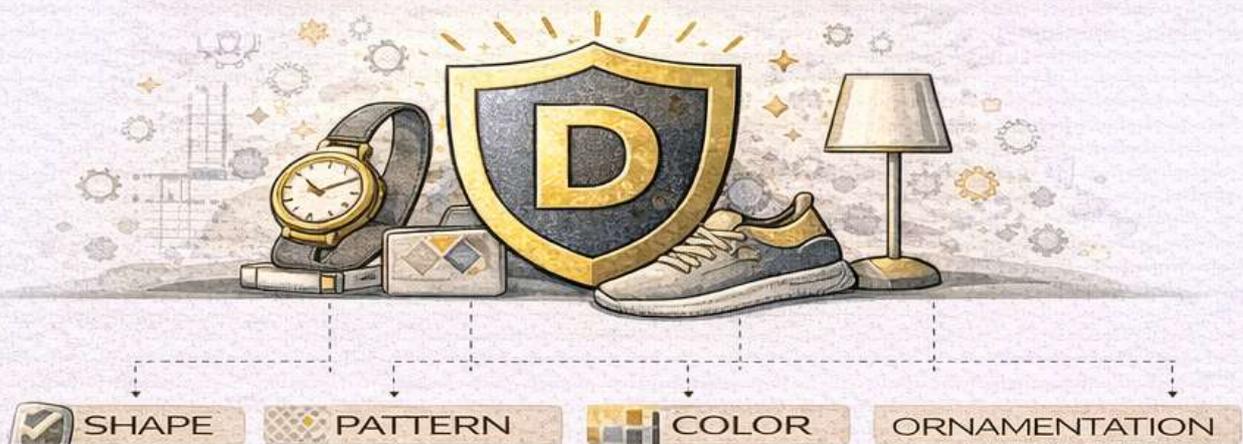
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— UNDERSTANDING — **DESIGN PROTECTION**

WHAT IS DESIGN PROTECTION?

Design Protection safeguards the visual appearance of a product, such as its shape, pattern, color, or ornamentation.



BENEFITS OF DESIGN PROTECTION IN BUSINESS



Grants exclusive ownership of your product's unique appearance.



Helps create brand recognition & delight consumers



Enables action against imitation of your unique design

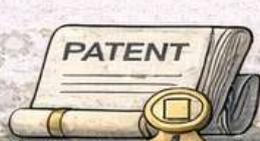


Increases company value by protecting product designs

SUMMARY POINTS OF DESIGN REGISTRATION



Sketch a unique design



File a design application



Enforce your design rights



Monitor & renew regularly

Design protection safeguards your products unique appearance, thwarts imitation, and enhances brand value.



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— UNDERSTANDING — **GEOGRAPHICAL INDICATION**

WHAT IS A GEOGRAPHICAL INDICATION?

A Geographical Indication (GI) identifies a product as originating from a specific place, where a given quality, reputation, or characteristic is essentially attributable to its geographic origin.



◆ BENEFITS OF GEOGRAPHICAL INDICATIONS IN BUSINESS ◆



REGIONAL RECOGNITION

Highlights the quality & reputation of regional products



PREMIUM MARKET VALUE

Increases the market value of GI-certified products



CULTURAL HERITAGE

Protects traditional knowledge & practices



LEGAL PROTECTION

Prevents misuse & unauthorized use of the product name

SUMMARY POINTS OF GEOGRAPHICAL INDICATION REGISTRATION



Define unique design



File GI application



Certify authenticity



Monitor & renew regularly

Geographical indications protect local heritage, promote regional products, and ensure product authenticity.



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WHY INTELLECTUAL PROPERTY MATTERS FOR BUSINESS

WHAT IS INTELLECTUAL PROPERTY?

INTELLECTUAL PROPERTY (IP) refers to creations of the mind – inventions, literary & artistic works, designs, symbols, names, and images used in commerce.



KEY BENEFITS OF INTELLECTUAL PROPERTY IN BUSINESS



ASSET SECURITY

Protects ideas and innovations by providing exclusive legal rights.



COMPETITIVE EDGE

Differentiates your brand in the marketplace, boosts competitiveness.



ECONOMIC GROWTH

Drives revenue through licensing, sales, and investment opportunities.



MARKET TRUST

Builds consumer trust and confidence by proving authenticity.

Intellectual property rights empower businesses by safeguarding their innovations and helping them thrive in competitive markets.



ASSET SECURITY



COMPETITIVE EDGE



ECONOMIC GROWTH



MARKET TRUST