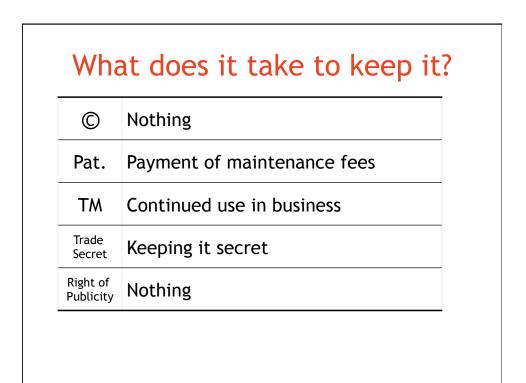
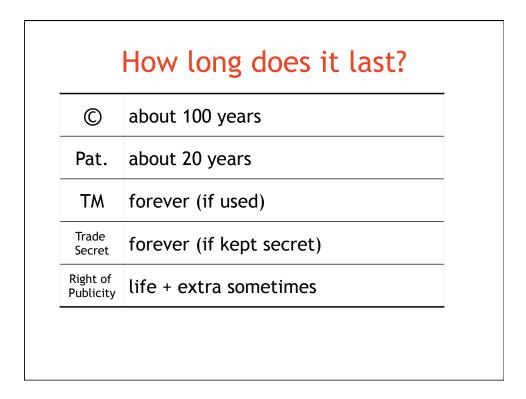


	What is protected?
©	Expression (text, images, recordings)
Pat.	Inventions (manmade)
ТМ	Indications of commercial source
Trade Secret	Transferrable commercial secrets
Right of Publicity	Indications of personal identity



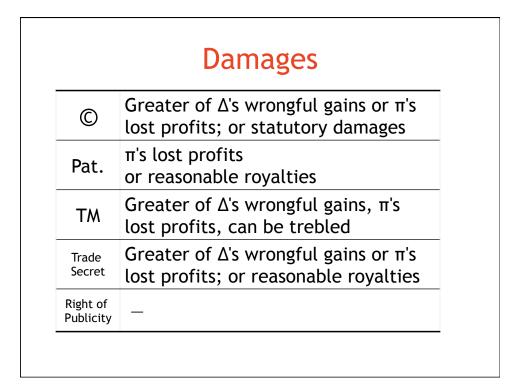




How is it lost?		
©	Very difficult	
Pat.	Unpaid fees; successful challenge	
ТМ	Failure to keep exclusive control, or otherwise maintain source linkage	
Trade Secret	The secret gets out	
Right of Publicity	Very difficult	

©	Each can independently license, with duty to account
Pat.	Each can independently license, with <u>no</u> duty to account
ТМ	Not allowed
Trade Secret	_
Right of Publicity	_

	Test for infringement
©	Appropriative similarity + copying
Pat.	The claims
ТМ	Likelihood of confusion
Trade Secret	Improper use, disclosure, or acquisition
Right of Publicity	Commercial use of indicia of identity



©	Fair use
Pat.	Invalidity (otherwise, not much)
ТМ	Invalidity, fair use
Trade Secret	Reverse engineering
Right of Publicity	News usage, First Amendment