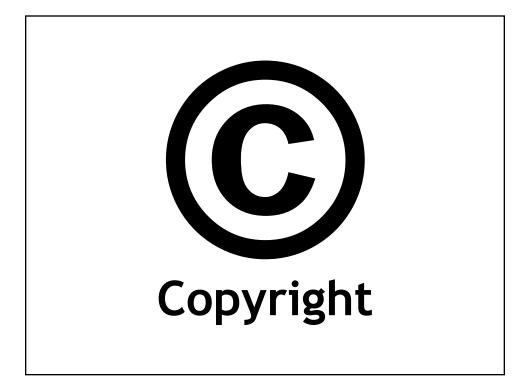


What is intellectual property?

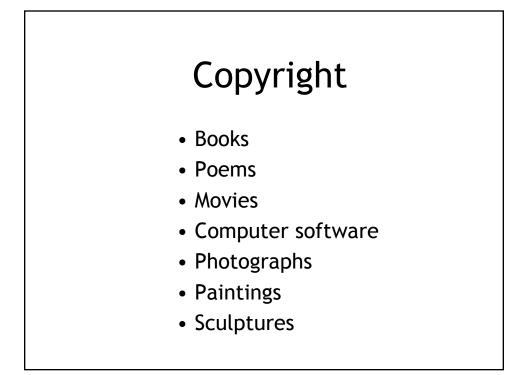
## the kinds of IP

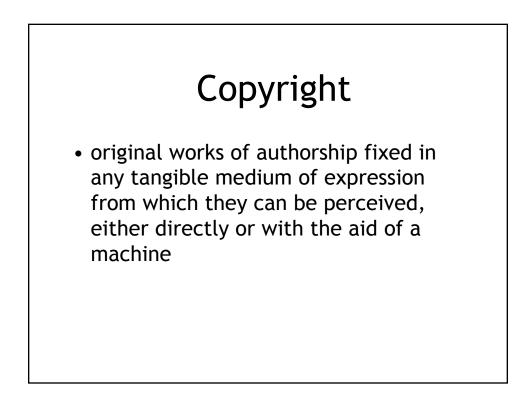
# What is "intellectual property"?

Copyrights Trademarks Patents Trade Secrets Rights of Publicity

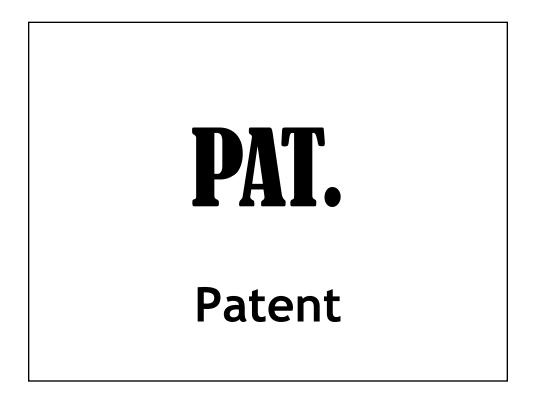


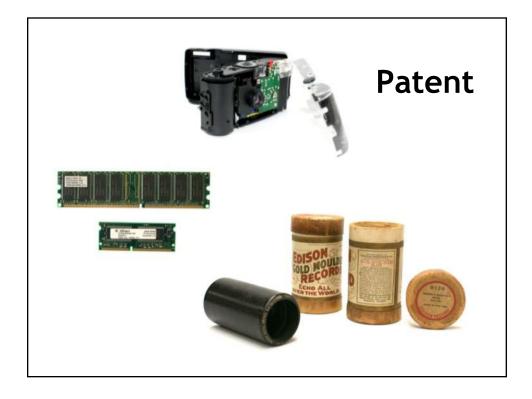




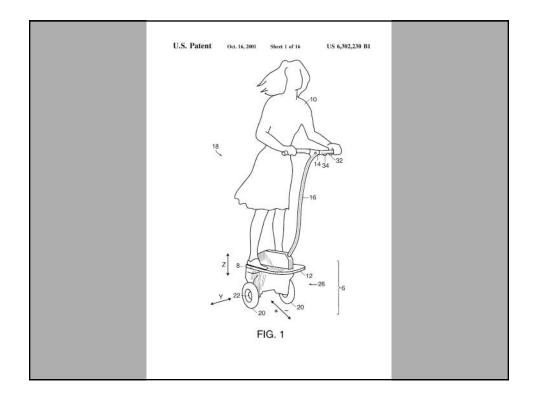


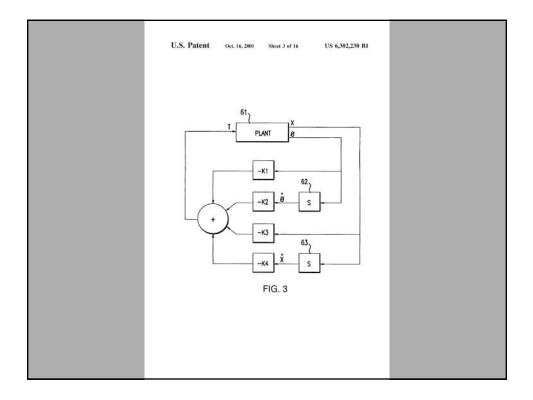
	Copyright ©
Protects	expression (text, images, recordings)
Requires	a mere modicum of creativity
Vests	automatically upon creation
Sustained by	[nothing]
Lasts	lifetime + 70 years; or 95 years
Theory	incentive to create; public goods problem





(b) United States Patent Kames et al.       (c) Patent No:       USEAUCTAU         (c) United States Patent Kames et al.       (c) Patent No:       US 6,502,220 B1 (c) Date of Patenti Co. 16,201         (c) PilentSL Model ITV VERLIS AD Hangs, Machanica River, K. Mathani Khand Kart Kart Kart Mathani Khand Kart Kart Mathani Mathani Khand Kart Kart Mathani Khand Kart Mathani Mathani Khand Kart Mathani
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	Patent PAT.
Protects	machines, inventions
Requires	some level of cleverness (nonobviousness, inventive step)
Vests	after application, upon issuance by government
Sustained by	escalating maintenance fees
Lasts	up to 20 years
Theory	incentive to invent and disclose; public goods problem

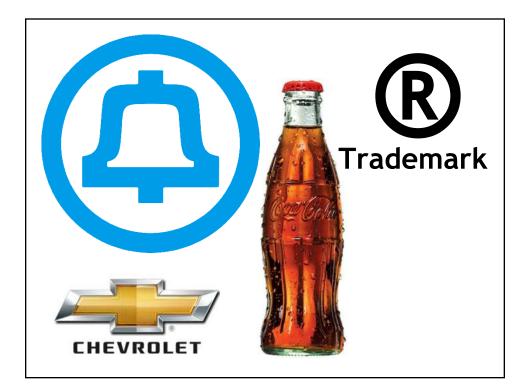




	Trade Secret
Protects	formulas, recipes, manufacturing techniques, and other intangibles with independent economic value
Requires	secrecy and reasonable efforts to keep secret
Vests	automatically
Sustained by	continuing secrecy and efforts to keep secret
Lasts	potentially forever
Theory	????









	т	rademark ® ™
	Protects	names, logos, slogans, other indications of commercial source
	Requires	distinctiveness (can identify a commercial source)
	Vests	common law: upon use federal: after use, upon registration
Su	ustained by	continued use
	Lasts	as long as used, potentially forever
	Theory	provide information to consumers

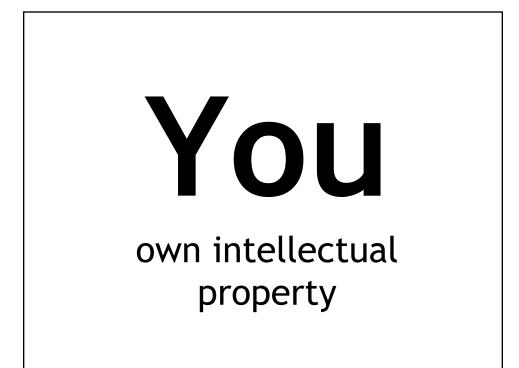


### **Right of Publicity**



Ri	ight of Publicity
Protects	name, voice, image, other indicia of identity
Requires	nothing; fame in a few jurisdictions
Vests	automatically
Sustained by	[nothing]
Lasts	lifetime; post-mortem in some states
Theory	????







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

VV []	at does it take to get it?
©	Fixation (immediate)
Pat.	Application, gov't review
ТМ	Use in commerce, creating meaning
Trade Secret	Nothing
Right of Publicity	Nothing (fame, some places)

#### What does it take to keep it?

C	Nothing
Pat.	Payment of maintenance fees
ТМ	Continued use in business
Trade Secret	Keeping it secret
Right of Publicity	Nothing

	How long does it last?
©	about 100 years
Pat.	about 20 years
ТМ	forever (if used)
Trade Secret	forever (if kept secret)
Right of Publicity	life + extra sometimes

©	Very difficult
Pat.	Unpaid fees; successful challenge
ТМ	Failure to keep exclusive control
Trade Secret	The secret gets out
Right of Publicity	Very difficult (?)

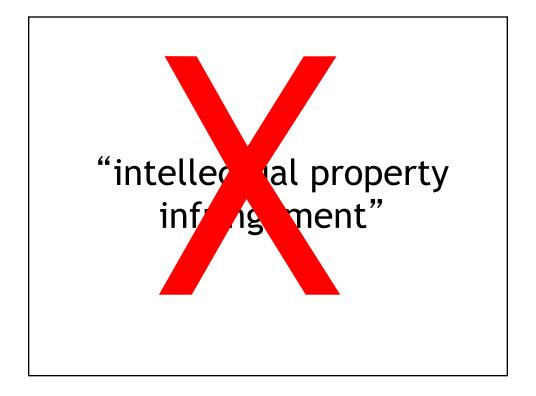
Defenses include		
©	Fair use, first-sale	
Pat.	Invalidity, first-sale	
ТМ	Non-trademark uses, fair uses, first-sale	
Trade Secret	Reverse engineering	
Right of Publicity	News, free speech, non-commercial	

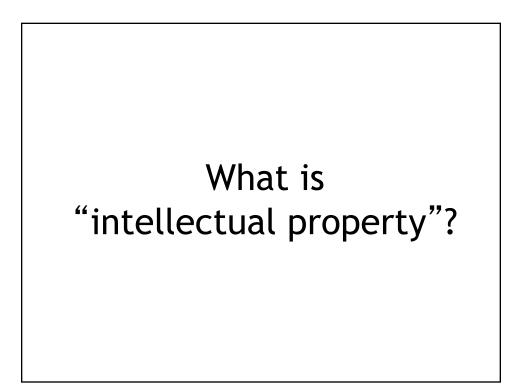
	Remedies include
©	Injunctions; restitution (of D's wrongful gains); statutory damages up to \$150K per infringement
Pat.	Injunctions; royalties; treble damages
ТМ	Injunctions; punitive damages; treble damages
Trade Secret	Injunctions; restitution (of D's wrongful gains); punitive damages; royalties
Right of Publicity	Injunctions; punitive damages

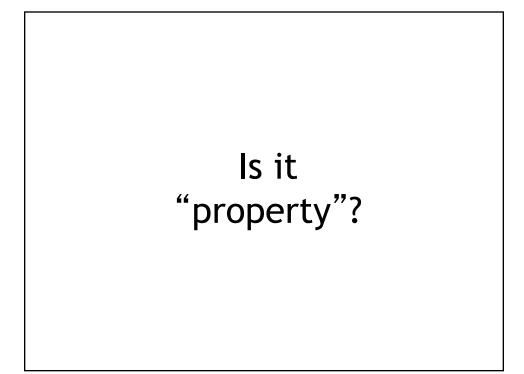


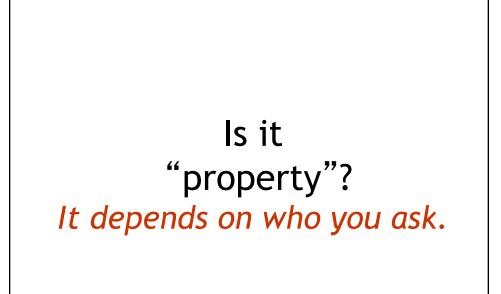
### What is "intellectual property"?

"intellectual property infringement"







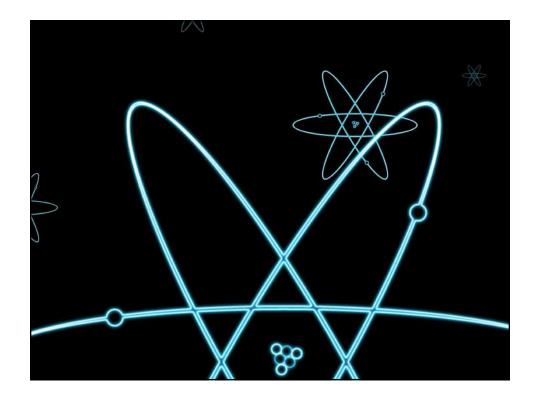


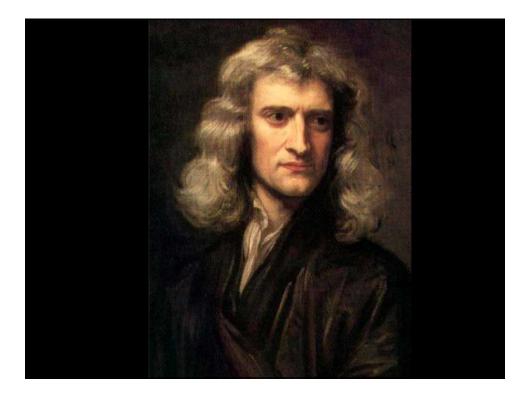
Is the right to receive government welfare property?

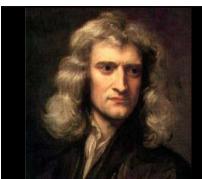
Is a professional license property?

## Is a government pension property?

What's "intellectual" about it?

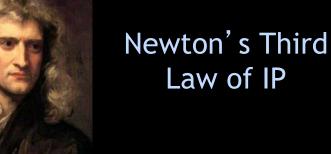






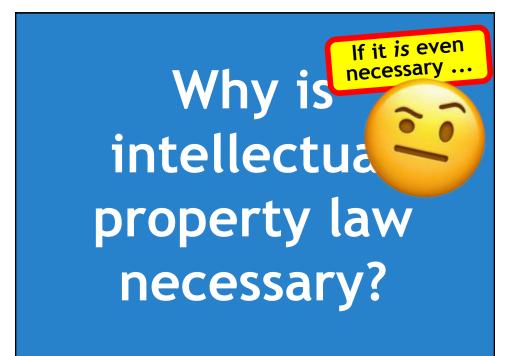
Newton's Third Law of Motion

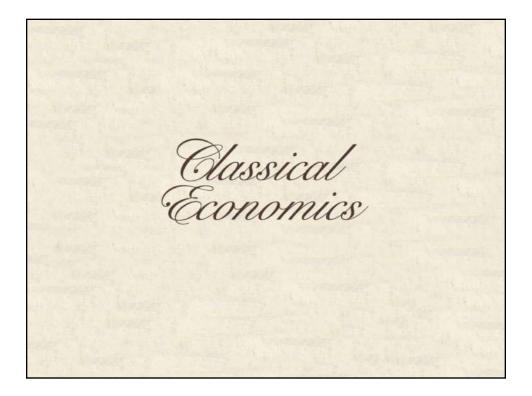
For every action, there is an equal and opposite reaction

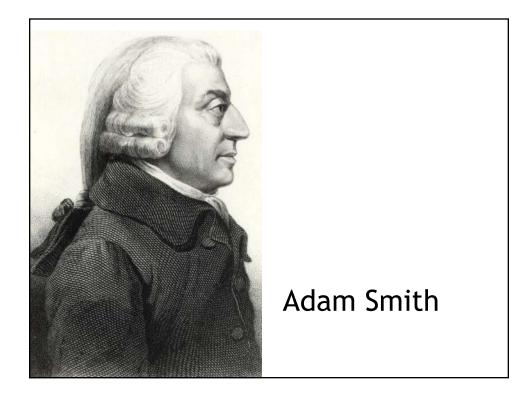


For every IP entitlement, there is an equal and opposite reduction in freedom. Why is intellectual property law necessary?

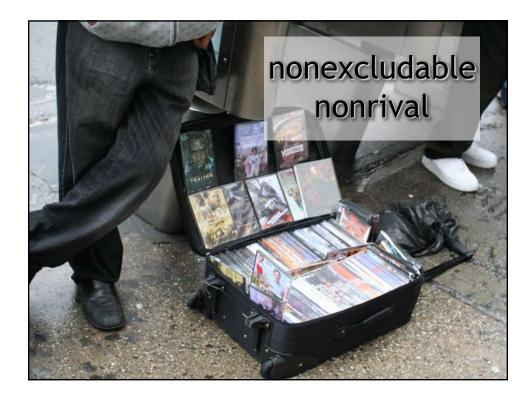
Why is fit is even necessary...



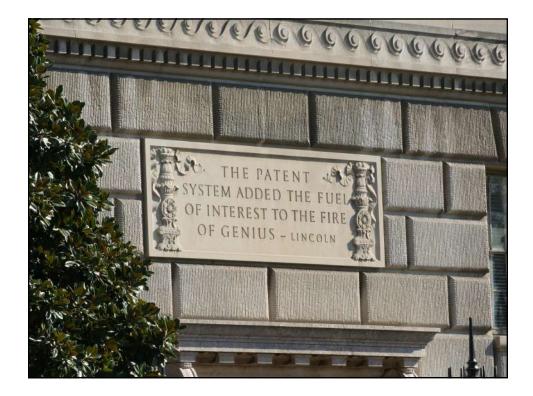












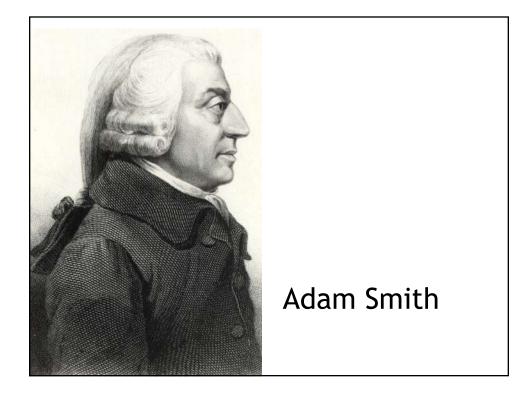
To promote the Progress of Science and useful arts, by securing for limited Stimes to Muthows and Inventors the each sive Right to this respective Writings and --Discoveries;

How did intellectual property law come to be?









To promote the Progress of Science and useful arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries;





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