

Preliminaries

The Basic Framework and Initial Questions

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Roadmap:

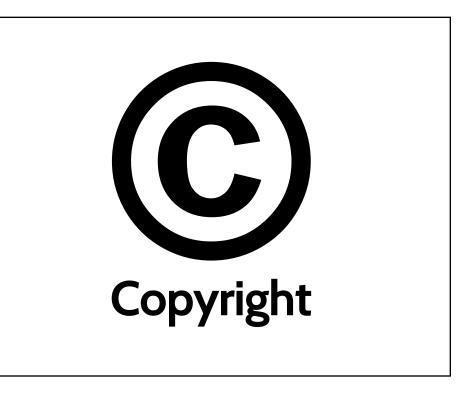
- What is intellectual property?
 - -The kinds of IP
 - -Comparisons
 - -The label "intellectual property"
- Why is IP law necessary?
- How did IP law come to be?

What is intellectual property?

the kinds of IP

What is "intellectual property"?

Copyrights
Trademarks
Patents
Trade Secrets
Rights of Publicity





Copyright

- Books
- Poems
- Movies
- Computer software
- Photographs
- Paintings
- Sculptures

Copyright

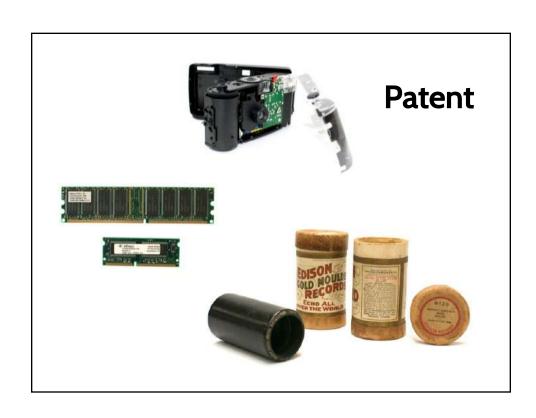
 original works of authorship fixed in any tangible medium of expression from which they can be perceived, either directly or with the aid of a machine

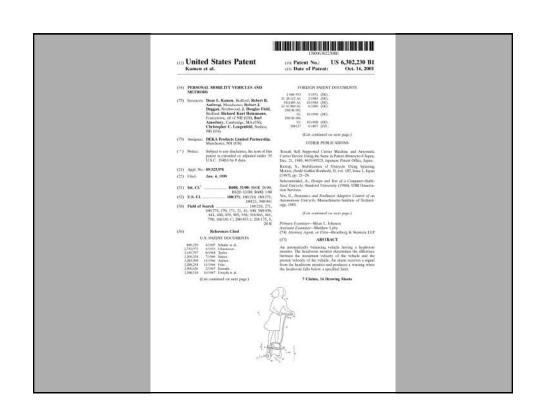
Copyright ©

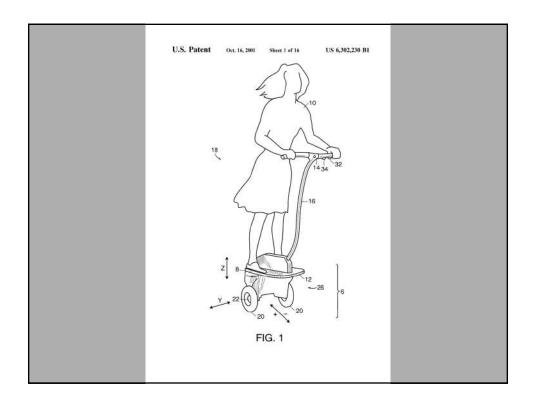
Protects	expression (text, images, recordings) fixed in a tangible medium
Requires	a mere modicum of creativity
Vests	automatically upon creation
Sustained by	[nothing]
Lasts	lifetime + 70 years; or 95 years
Theory	incentive to create; public goods problem

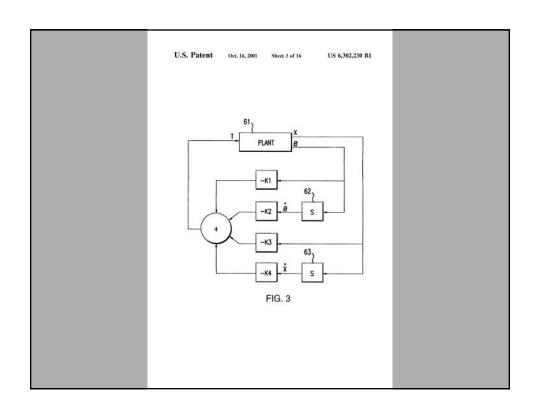
PAT.

Patent









US 6.302,230 B1

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TECHNICAL RELED

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Patent PAT.

Protects	machines, inventions
Requires	novelty, some level of cleverness (nonobviousness, inventive step), and some other things
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 Secrets

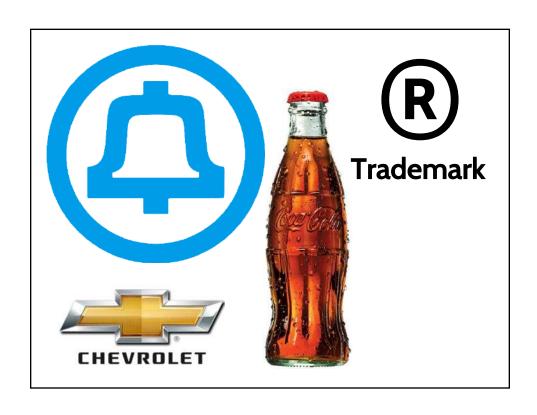


	Trade Secret	
	Protects	formulas, recipes, manufacturing techniques, and other intangibles with independent economic value
	Requires	secrecy and reasonable efforts to keep secret
	Vests	automatically
S	ustained by	continuing secrecy and efforts to keep secret
	Lasts	potentially forever
	Theory	????



TM

Trademark



source

Trademark ® TM	
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
Sustained by	continued use
Lasts	as long as used, potentially forever
Theory	provides information to consumers, which helps the market function better, increasing economic efficiency



Right of Publicity



Right of Publicity

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



You

own intellectual property

Comparisons

What is protected?

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

What does it take to get it?

©	Fixation (immediate)
Pat.	Application, gov't review
TM	Use in commerce, creating meaning
Trade Secret	Nothing
Right of Publicity	Nothing (fame, some places maybe)

What does it take to keep it?

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

How long does it last?

©	on the order of 100 years
Pat.	on the order of 20 years
TM	forever (if used)
Trade Secret	forever (if kept secret)
Right of Publicity	life + extra sometimes

How is it lost?

©	Very difficult
Pat.	Unpaid fees; successful challenge
TM	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
TM	Non-trademark uses, fair uses, first-sale
Trade Secret	Reverse engineering
Right of Publicity	News, free speech, non-commercial

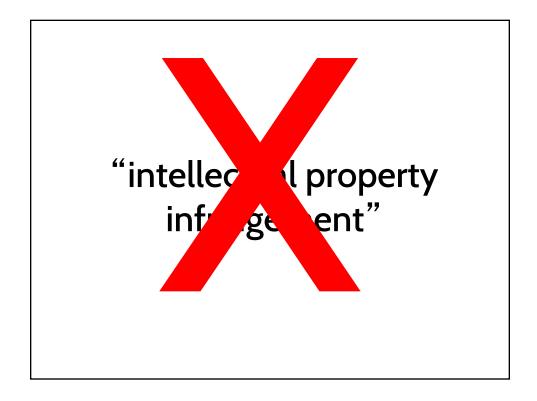
Remedies include ...

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

the LABEL

What is "intellectual property"?

"intellectual property infringement"



Is it "property"?

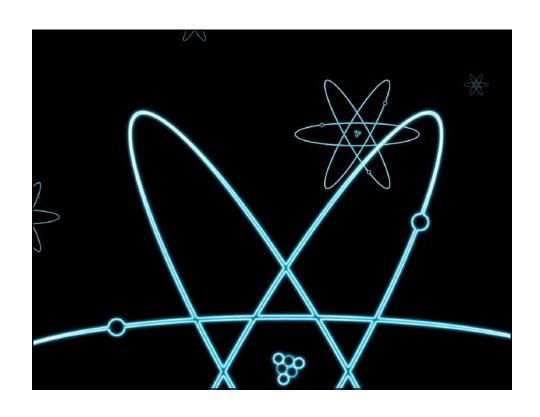
It depends on who you ask.

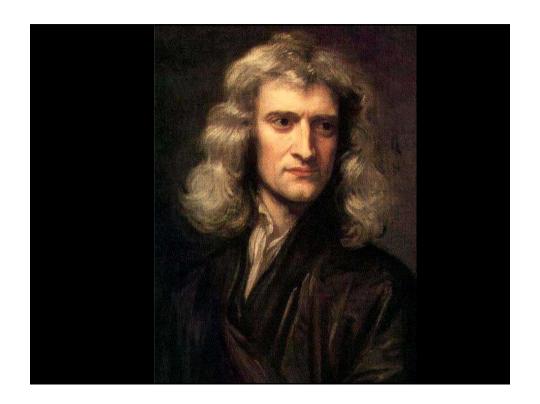
Is the right to receive government welfare property?

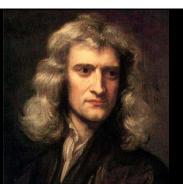
Is a professional license property?

Is a government pension property?

What's "intellectual" about it?

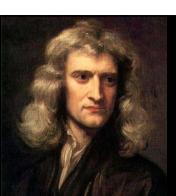






Newton's Third Law of Motion

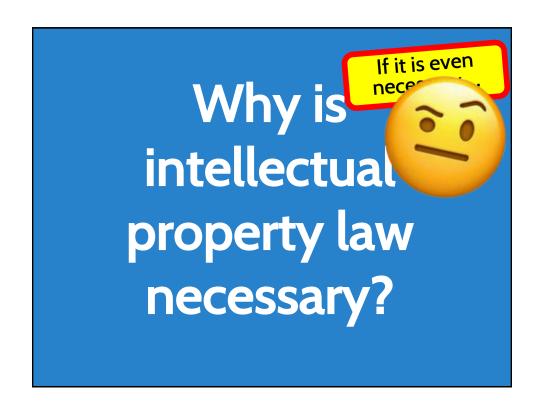
For every action, there is an equal and opposite reaction

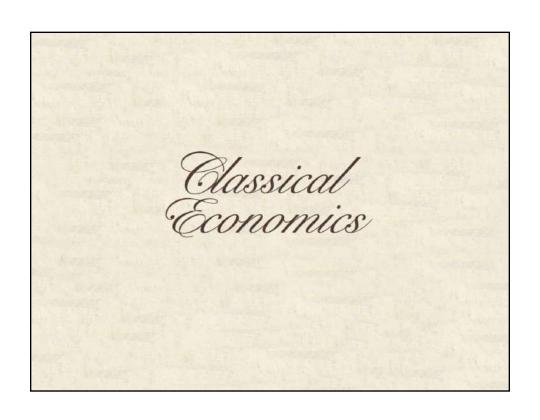


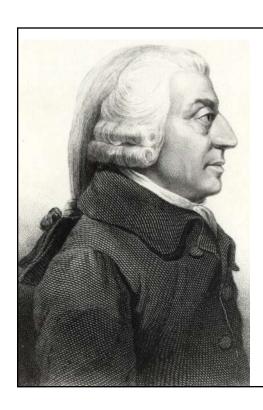
Newton's Third Law of IP

For every IP entitlement, there is an equal and opposite reduction in freedom. Why is If it is even necessary ...

intellectual property law necessary?

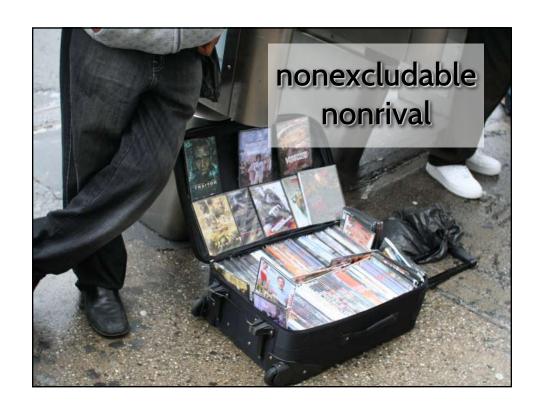




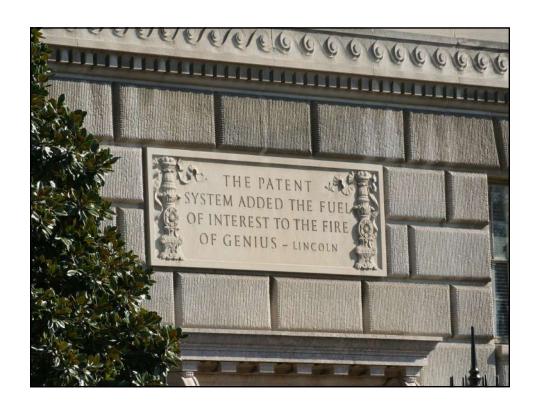


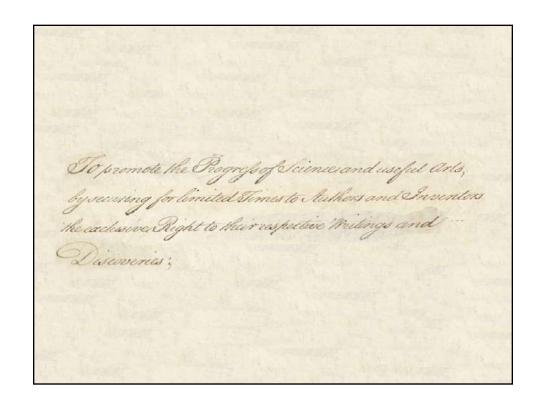
Adam Smith









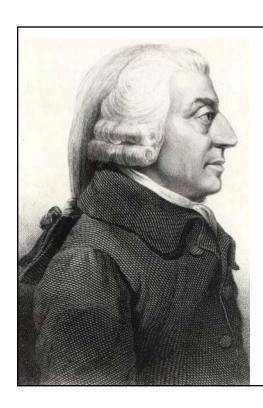


How did intellectual property law come to be?









Adam Smith

To promote the Progress of Science and useful Arts,
by securing for limited Times to Suthers and Inventors
the exclusive Right to their respective trickings and
Discoveries;

raison d'être



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