

PROTECTING INVENTIONS

There are 4 main ways to protect an invention.

List and explain what makes each one unique (*also include any symbols for reference*):

1.

2.

3.

4.

Define INTELLECTUAL PROPERTY

What makes an object patentable?

(the MIT article will help)

What is a shelved technology and why would a company do it?

Advantages of being the first to market
with a new invention

1.

2.

Disadvantages of being the first to market
with a new invention

1.

2.

Benefits of IP Protection (according to IB)

- ⇒ Differentiates a business from _____
- ⇒ Allows companies to sell or _____ the use of a product to increase _____ streams
- ⇒ Ability to offer _____ something new or different
- ⇒ A brand is worth money so protecting it is key to the _____ future of a company
- ⇒ IP is an _____ that can be worth a lot of money

Customers

Asset

Competitors

Revenue

Licence

Long term

CREATIVE COMMONS

What are Creative Commons Licenses?
How do they work?

Why would someone use it to protect their intellectual property instead of traditional IP protections?

Read the article entitled ***End Intellectual Property*** and

Write a 25 word summary:

What do you think of this article? Is the author on to something or is this nonsense? Whatever you write **MUST** be backed up by evidence from the article (IB thinking!)