



# **SNS COLLEGE OF TECHNOLOGY**

(An Autonomous Institution)

Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai

Accredited by NAAC-UGC with 'A++' Grade (Cycle III) &

Accredited by NBA (B.E - CSE, EEE, ECE, Mech & B.Tech.IT)

COIMBATORE-641 035, TAMIL NADU



**COURSE NAME : 23CAE707 – Ethics in Information Technology**

**I YEAR / II SEMESTER**

**UNIT – II**

**Topic: The nature of Intellectual property**

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# Introduction

Intellectual Property (IP) refers to the legal rights granted to individuals or organizations over their creations of the mind, such as inventions, literary and artistic works, designs, symbols, names, and images. These rights allow creators to control and benefit from their intellectual efforts, encouraging innovation and protecting against unauthorized use. Common types of IP include **copyrights, patents, trademarks, trade secrets, industrial designs, and geographical indications.**



# Types of Intellectual Property

- **Copyright** – Protection for literary, artistic, and musical works
- **Patents** – Protection for inventions and innovations
- **Trademarks** – Protection for brand names, logos, and symbols
- **Trade Secrets** – Protection for confidential business information
- **Industrial Designs** – Protection for aesthetic aspects of products
- **Geographical Indications** – Protection for products linked to specific locations



# Importance of Intellectual Property



- Encourages creativity and innovation
- Protects the rights of inventors and creators
- Contributes to business growth and competitive advantage
- Prevents unauthorized use and counterfeiting



# Copyright and Its Significance



- Duration of copyright protection
- Rights granted under copyright laws



# Patents and Their Role

- Patent filing process and requirements
- Duration and enforcement of patents



# Trademarks and Branding



- How trademarks create brand identity
- Protection and registration process



# Trade Secrets and Confidential Information



- Legal protection for trade secrets
- Strategies to safeguard confidential information





# Intellectual Property Rights (IPR) and Laws



- Global organizations governing IP (WIPO, WTO, TRIPS Agreement)
- National IP laws and enforcement



# Challenges in Intellectual Property Protection



- IP infringement and piracy
- Counterfeiting and unauthorized distribution
- Ethical concerns in patenting and copyrights



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You