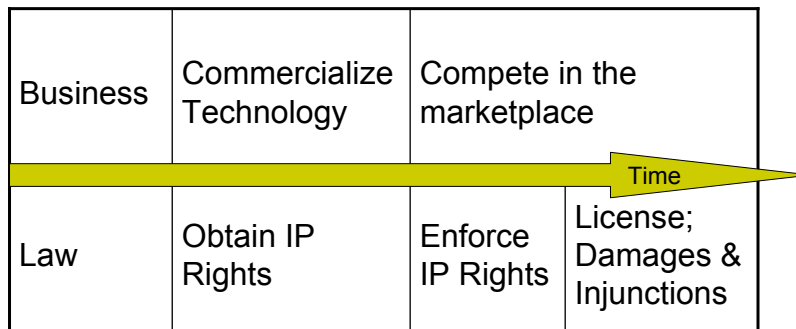


Intellectual Property Survey

- Slides for Module 1
- Introduction and illustration of the four types of IP

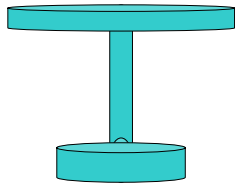
Business / IP Rights Life Cycle



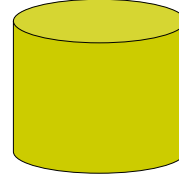
The Seating Marketplace



Competing Product



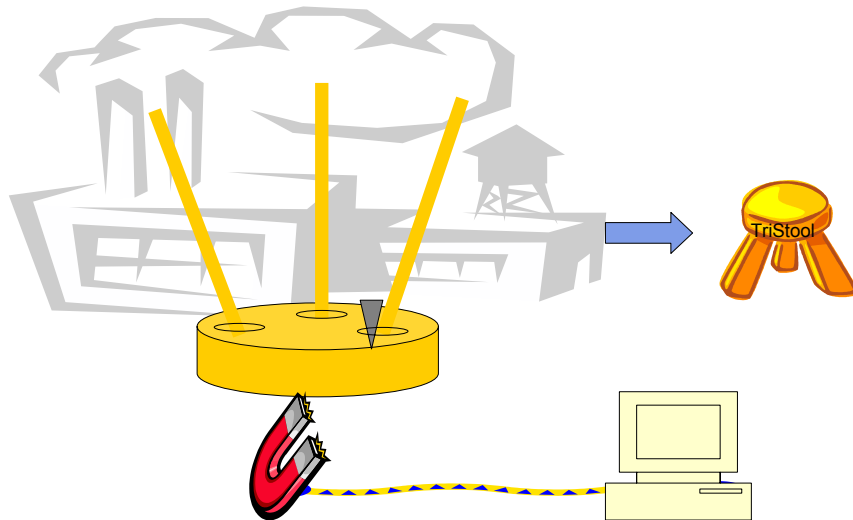
Existing Product



New Product



Trade Secret



Patent – claims



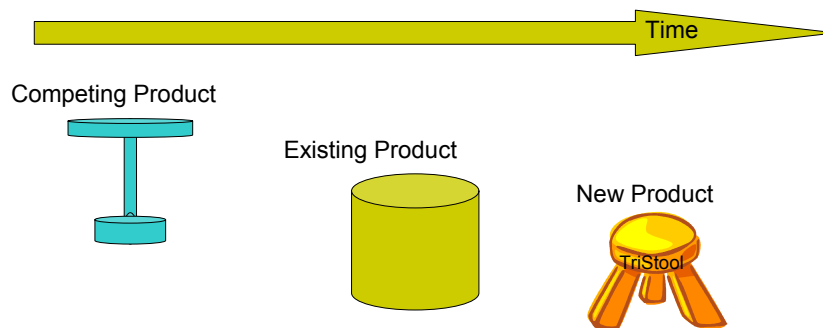
1. A **seating apparatus**, comprising:
 - (a) a horizontal **seat**, and
 - (b) three **legs** each having one end connected to the **bottom** of said horizontal **seat**.

1. A device for supporting objects, comprising:
 - (a) a horizontal support member; and
 - (b) three vertical support members each having one end connected to the same face of said horizontal support member.

Patent - patentability

- patentable subject matter
- **novelty; utility; non-obviousness**
- specification support

- novelty:

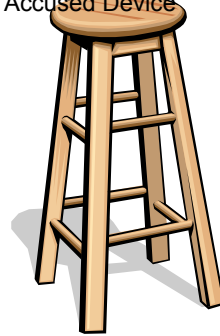


Patent - infringement

New Product



Accused Device

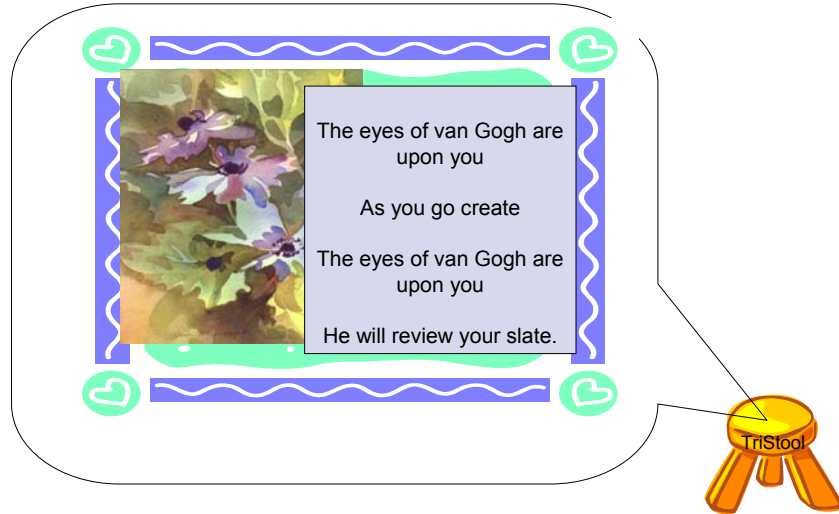


Copyright

The Eyes of Marshall are upon you
As you legislate.
The eyes of Marshall are upon you
He will review your slate.
Do not think you can escape him
Your law must pass his way
As keeper of the constitution
The Court will have its say!



Copyright



IP Survey, Fall 2007, Prof. Greg R. Vetter

OH 1.5.b

Trademark

Generic	Descriptive	Suggestive	Arbitrary / Fanciful
Stool	Sitting Stool Super Stool Sturdy Stool	TriStool	3LS Tiger Claw

Prior Rights?

TriStool for plant pruning equipment?
 TriStool for toilets?
 TriStool for shaving razors?
 TriStool for 4 legged chairs with backs?

Infringing?

TryStool for stools?
www.tristool.com?
 TripleStool?

IP Survey, Fall 2007, Prof. Greg R. Vetter

OH 1.6

Authors & Inventors clause



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

U.S. CONST., art. I, § 8, cl. 8.

Commentary on Authors & Inventors clause

<p>It was beneficial to all parties, that the national government should possess this power; <u>to authors and inventors</u>, because, otherwise, they would have been subjected to the <i>varying laws and systems of the different states on this subject, which would impair, and might even destroy the value of their rights</i>; <u>to the public</u>, as it would promote the <i>progress of science and the useful arts</i>, and admit the people at large, after a short interval, to the full possession and <i>enjoyment of all writings and inventions without restraint</i>.</p>	<p>Federalism concerns place much of IP law at the Federal level</p> <p>IP laws exist as a public policy tool to promote production of inventions and works for the public domain (eventually)</p>
<p>In short, the only boon, which could be offered to inventors to disclose the <i>secrets</i> of their discoveries, would be the <i>exclusive right</i> and profit of them, as a monopoly for a limited period.</p>	<p>Patent versus Trade Secret protection</p>
<p>And authors would have little <i>inducement to prepare elaborate works</i> for the public, if their publication was to be at a large expense, and, as soon as they were published, there would be an unlimited right of <i>depredation and piracy</i> of their copyright.</p>	<p>Copyright to support production and distribution of works</p>

Basis for IP Rights

Option	Problem	→			Benefit	Cost
 No IP	Public good nature of info: -nonrivalrous -nonexcludable	Invest in R&D, create & sell product	Imitations sell at lower cost	May not be able to recover R&D costs	Getting info is "cost free"	Info under produced
 IP	Costs associated with limiting access to info	Invest in R&D, create & sell product	IP rights block imitators to some degree	Recoup R&D with (hopefully) a profit	Info is produced & supplied*	Limits to access of info, ↑ transaction costs

Benefit of IP

- Info is produced & supplied*
- Who obtains the benefit?
- What other solutions are possible?
- Are IP rights better than other solutions?

