

**INTELLECTUAL
PROPERTY**

LAW

INFRINGEMENT

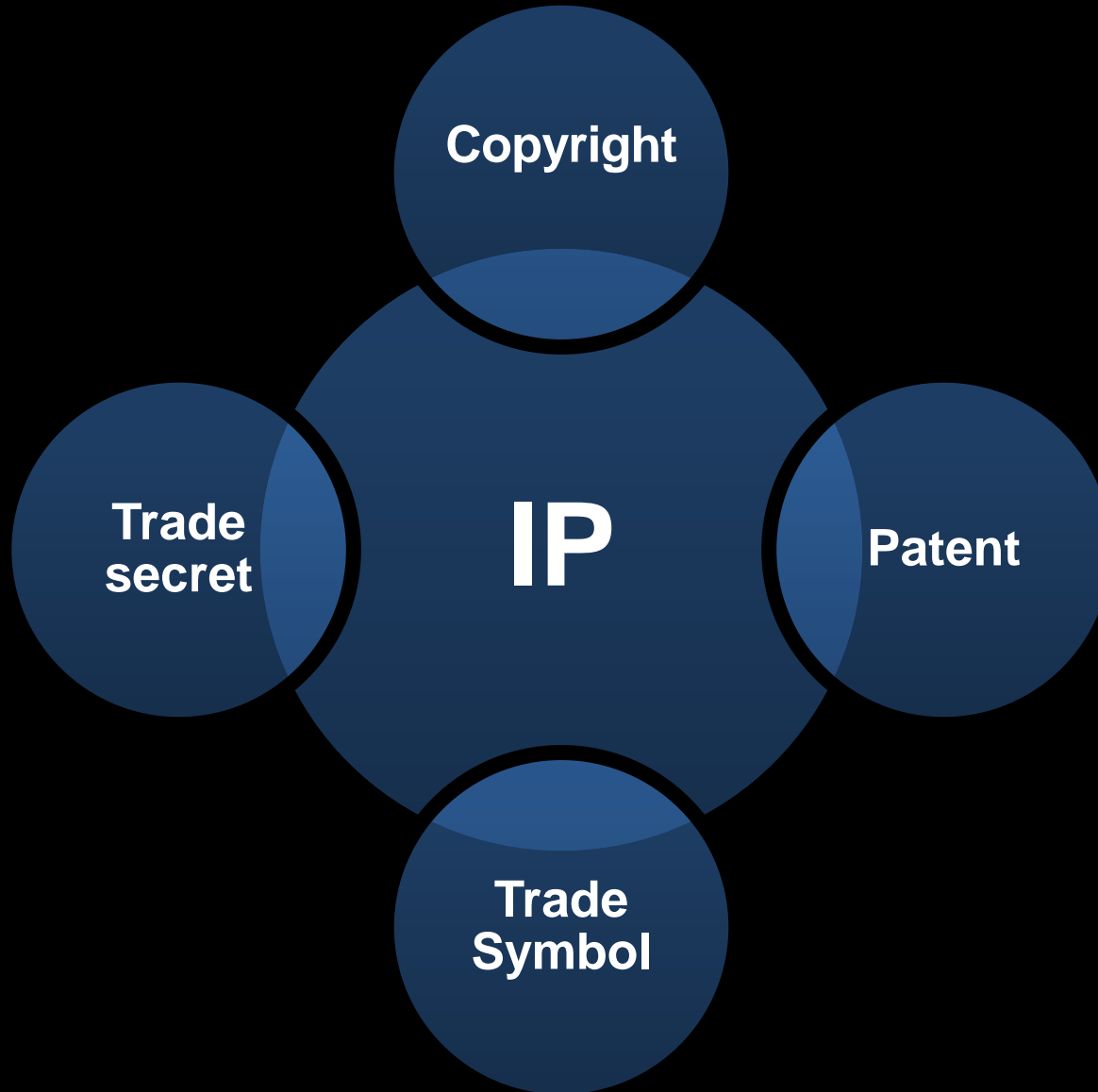
TRADEMARK

COPYRIGHT

PATENT

**IP LAW & IP
SQUATTING**

TODAY'S OUTLINE





WHAT IS IT?

COPYRIGHT

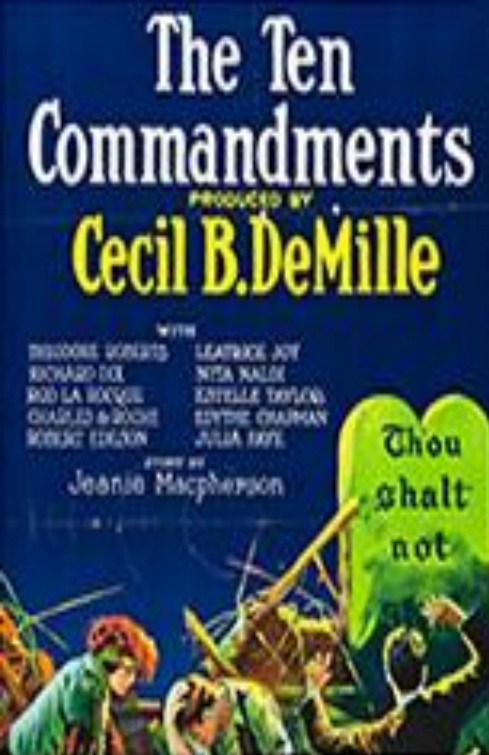
Literary, dramatic,
artistic, musical, audio-
visual, cinematographic,
sound recording and any
other creative work



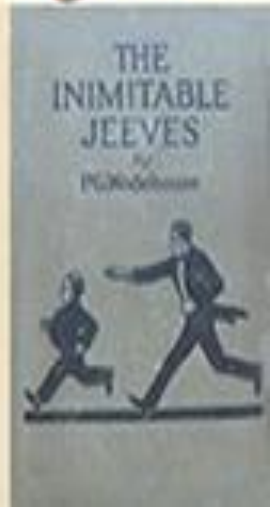
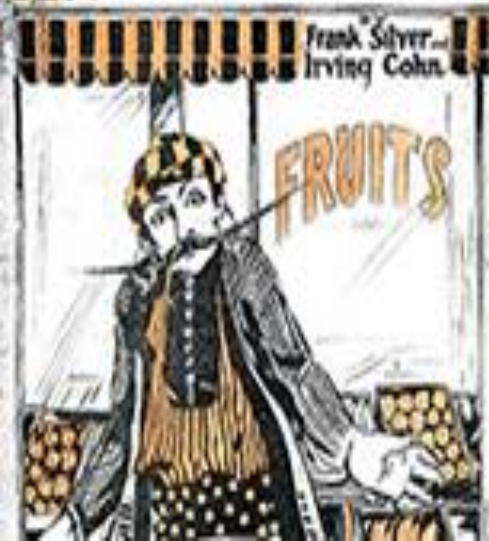
PROTECTION

- Life of the author + 50 years
- It arises automatically with mere creation of the work.
- Registration is not necessary





YES! we have no bananas





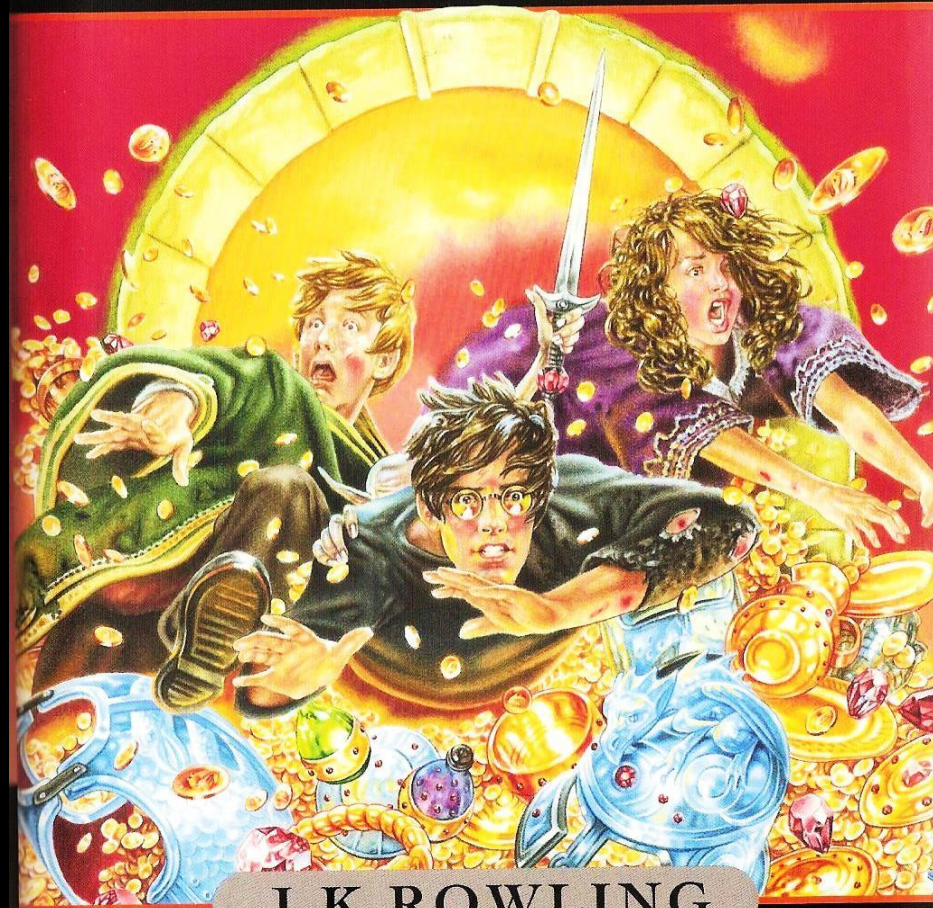


LACASA DE PAPEL

BELLA CIAO

HARRY POTTER

and the Deathly Hallows



J.K. ROWLING

BLOOMSBURY

amazon[®]

 SCHOLASTIC



A TimeWarner Company

Sting vs. Puff Daddy





Personal
use

Fair
Use

Education

Judicial
proceeding

Comment,
criticism,
news





PATENT

Temporary monopoly given by the government to the inventor for the exclusive use of an invention or a design

INVENTION PATENT

20 Years Protection

New

Inventive

Industrial
Application

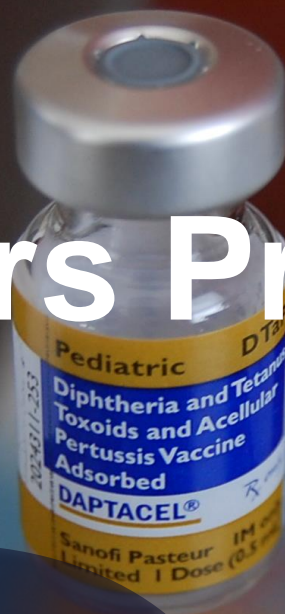
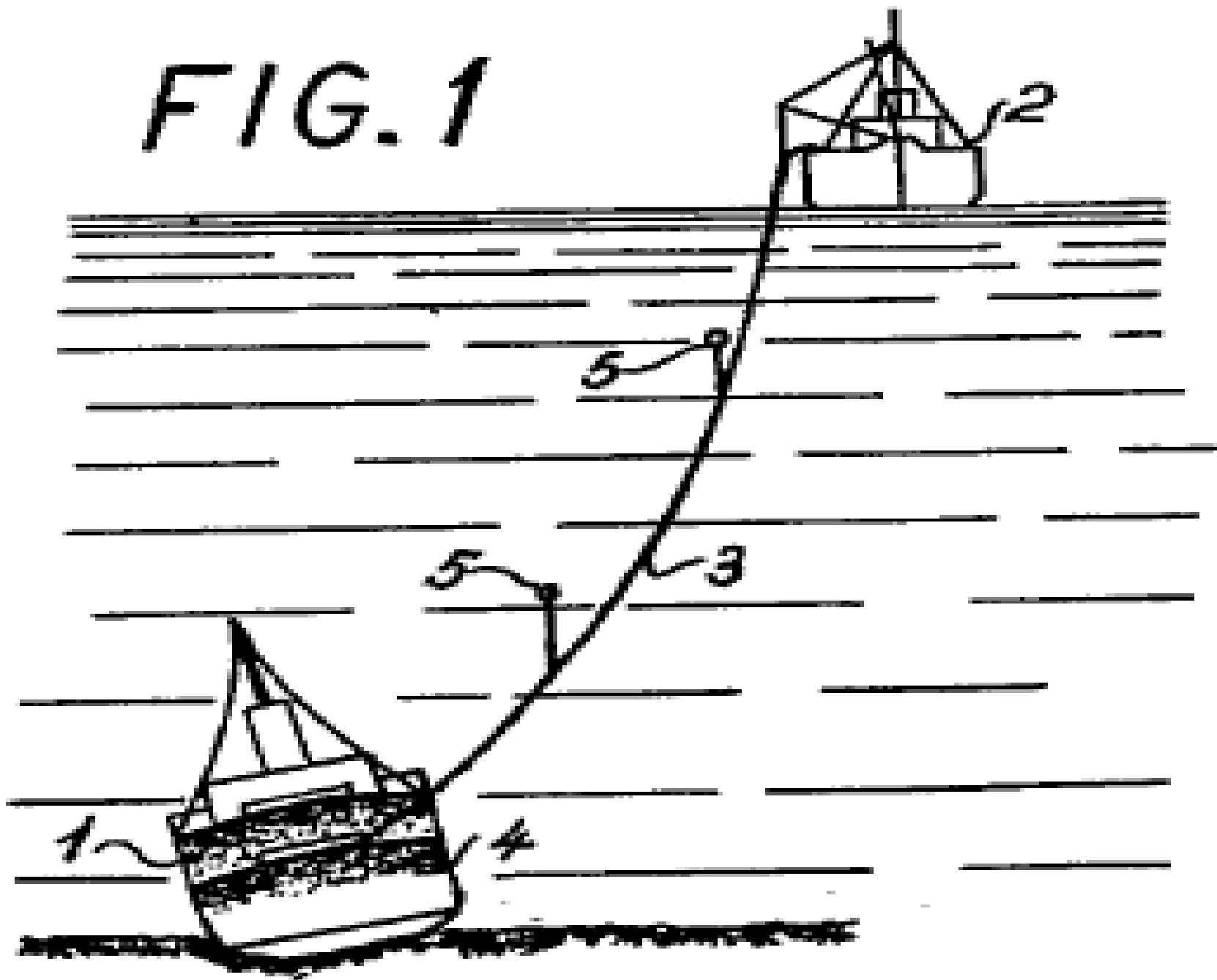
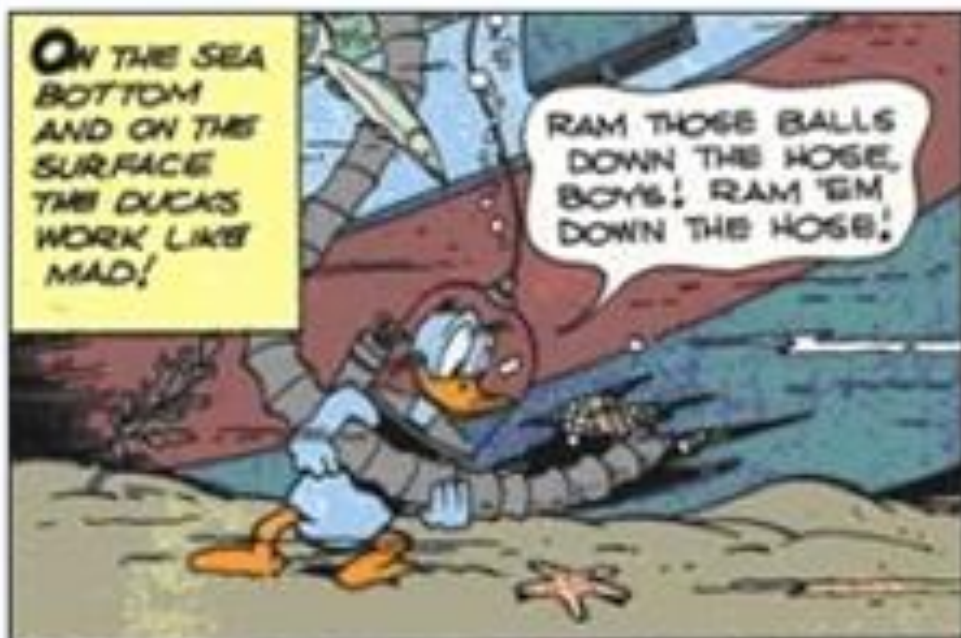


FIG. 1

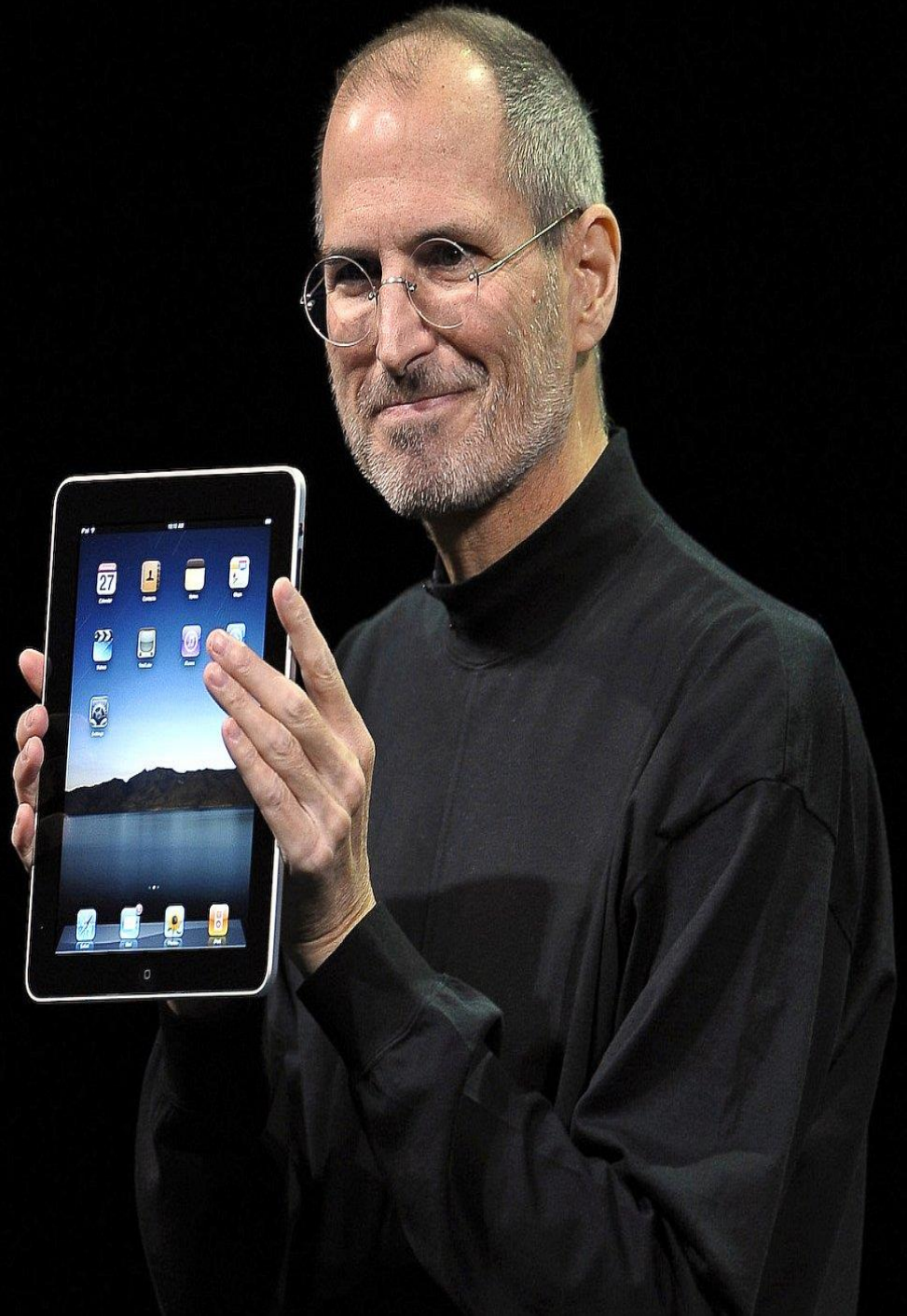


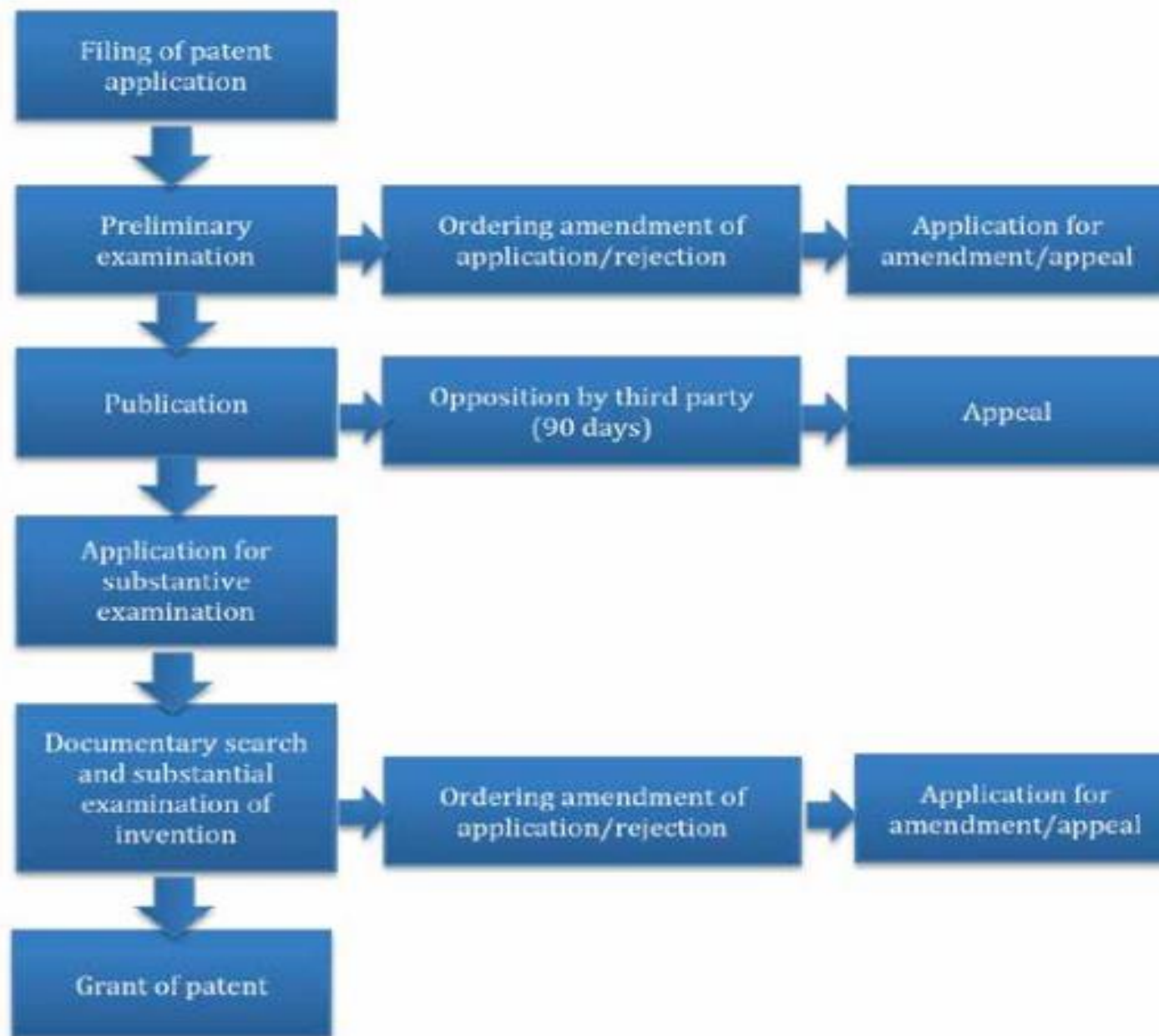
- Mr Karl Kroyer: invention of a method to raise a sunken ship by filling it with buoyant bodies fed through a tube
→ NL patent application not granted but GB and DE
- 1964: He lifted a sunken boat in Kuwait's harbor by filling the boat with 27 million plastic balls



Bounce-back effect

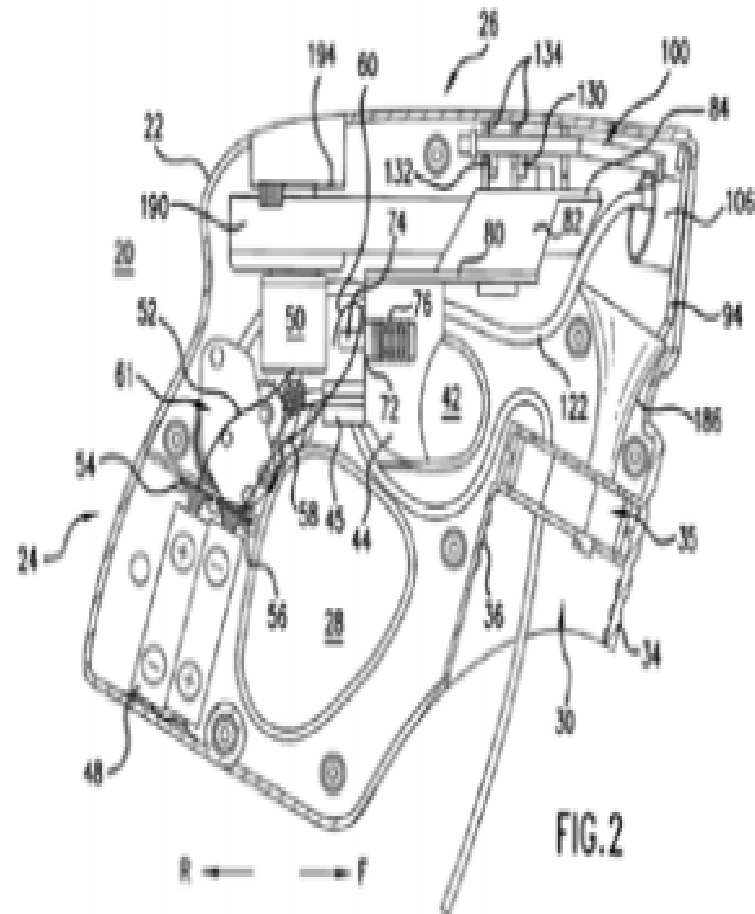
Steve Jobs
presentation,
where he
unveiled the
iPhone is
considered "prior
art"





Patents for invention registration procedure (national application - simplified)

Patents for invention



Example of patent application drawing for a "bubble generating assembly"²⁴



US005971829A

United States Patent [19]

Hartman

[11] Patent Number: **5,971,829**
 [45] Date of Patent: **Oct. 26, 1999**

[54] **MOTORIZED ICE CREAM CONE**[76] Inventor: **Richard B. Hartman**, P.O. Box 228,
Issaquah, Wash. 98027[21] Appl. No.: **09/036,398**[22] Filed: **Mar. 6, 1998**[51] Int. Cl.⁶ **A63H 33/00; B65D 85/78**[52] U.S. Cl. **446/236; 446/73; 446/76;
40/430; 426/132; 426/104**[58] Field of Search **446/71, 73, 74,
446/76, 236; 40/414, 430; 426/132, 134,
135, 104**[56] **References Cited**

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Cap Toys, 1996 product catalog, p. 14, (Cap Toys, Inc., 1996).

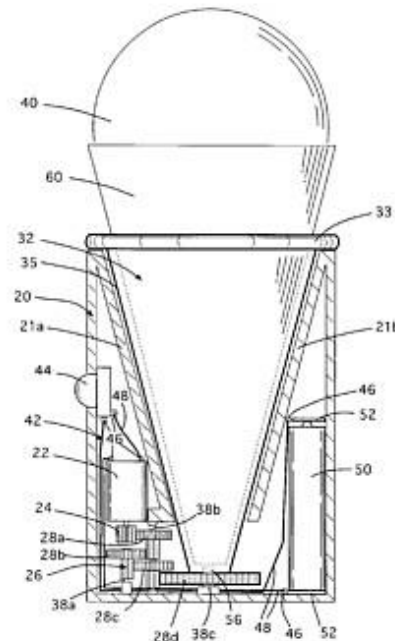
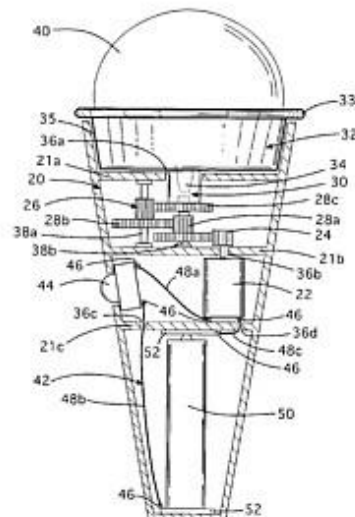
Primary Examiner—Robert A. Hafer

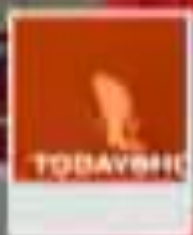
Assistant Examiner—Laura Fossum

[57] ABSTRACT

A novelty amusement eating receptacle for supporting, rotating and sculpting a portion of ice cream or similarly malleable food while it is being consumed comprising: a hand-held housing, a cup rotatably supported by the hand-held housing and adapted to receive and contain a portion of ice cream or food product of similar consistency, and a drive mechanism in the hand-held housing for imparting rotation upon the cup and rotationally feeding its contents against a person's outstretched tongue.

7 Claims, 6 Drawing Sheets





TODAY'S TALK

KATHIE LEE & HODA WITH THE SCOOP

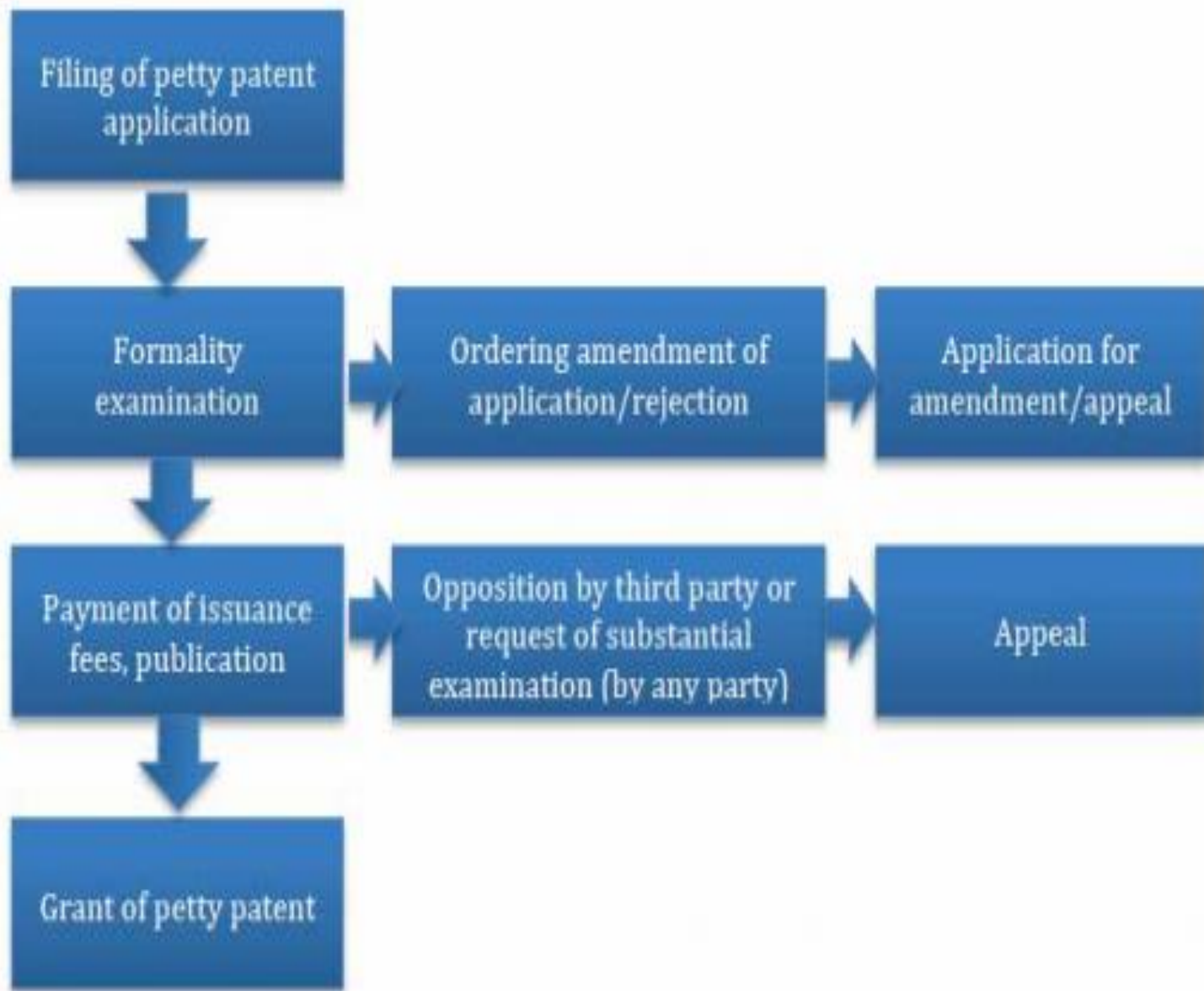
PETTY PATENT

6 Years Protection

can be renewed twice for
New
an additional two years

**Industrial
Application**





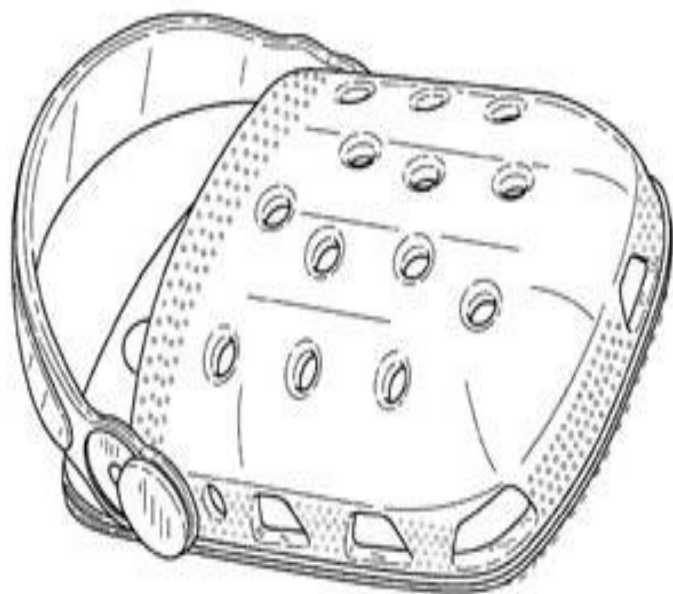
Petty patents registration procedure (simplified)

DESIGN PATENT

It protects the configuration, the shape, or the ornamental features of an article of manufacture

10 Years Protection







WIPO | HAGUE

The International
Design System

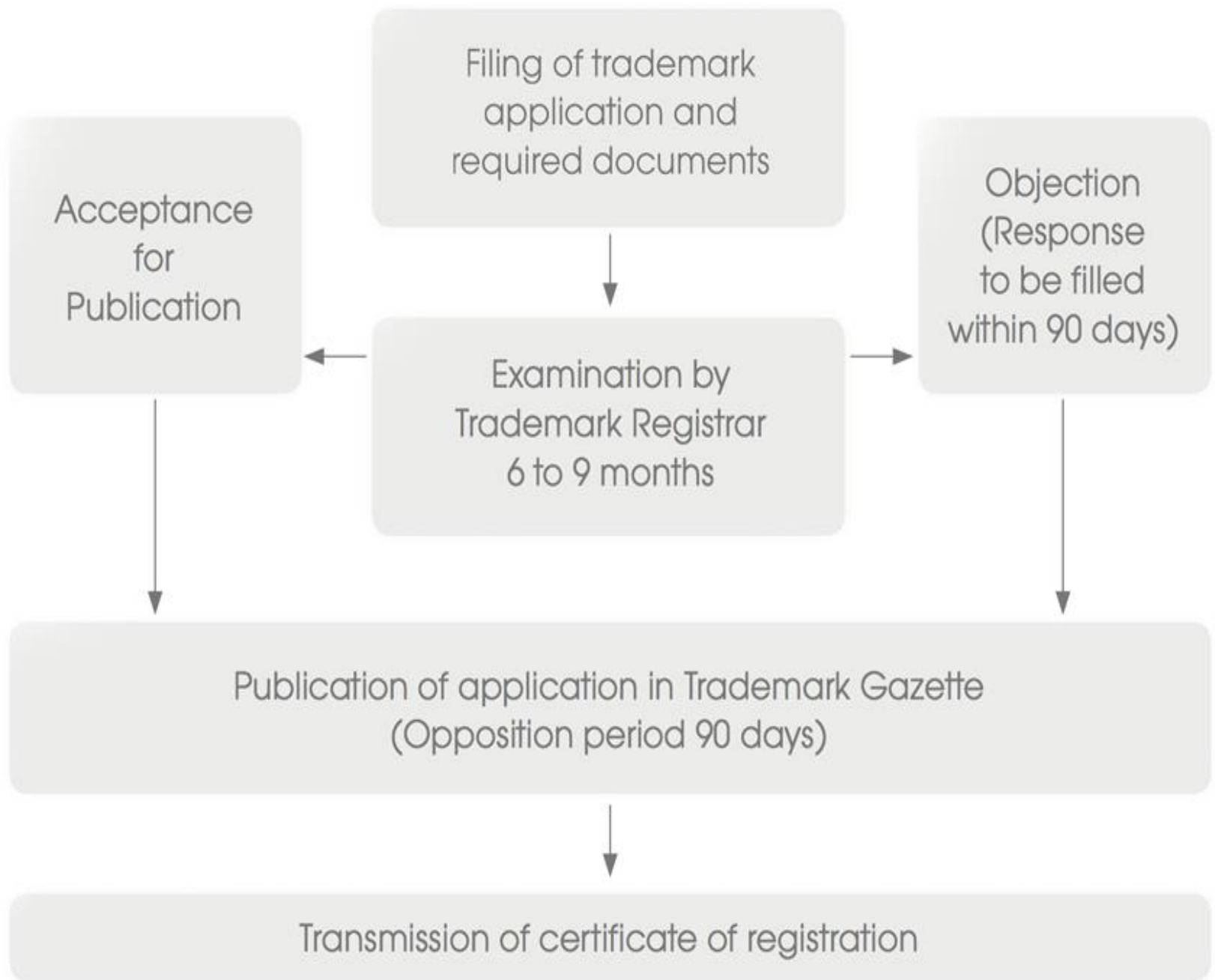


TRADESYMBOL









Banksy Case



TRADE SECRETS

Information, formulae, patterns, programs, methods, techniques, and processes that provide the right holder a competitive advantage over competitors



A minimalist design featuring white lines and dots on a black background. A horizontal line with a dot at its right end is positioned above the text. Below the text, a horizontal line and a vertical line intersect at a dot, forming an L-shape.

THANK YOU

Alessandro Stasi