Citation:

Thesis:
The focus of this chapter was to explain the intellectual property principles; Trademark law, copyright law, patent law and trade secret law.

Notes:
A. Trademark Law
   1. Protect the symbols firms use to indicate the source, quality, and characteristics of their products and services
      a) Words, logos, pictures, slogans, colors, smells, symbols, product packing and design
   2. 3 principal policies
   3. Last in perpetuity as long as the mark is continuously being used in a source-identifying manner in connection with the same product
B. Copyright Law
   1. Protects authors’ creative expressions of their ideas in whatever tangible form the expression might take
      a) Sculptures, paintings, drawings, writings, or music
   2. Exclusive rights
      a) To make copies of the work, prepare derivative work, distribute copies of work, and to perform or display work publicly
C. Patent Law
   1. Protects investors’ technologic creations
      a) Software, pharmaceuticals, processes, compositions of matter, or electronic and mechanical devices
   2. One must file a patent application to obtain patent protection
      a) Typically 20 years from date of filing
D. Trade Secret Law
   1. Provides an important form of protection for valuable commercial information
      a) Technical information, formulae, customer lists, business plans, and marketing strategies
   2. Can last in perpetuity as long as the information remains secret and maintains its value

Quotes:
• “Intellectual property is an umbrella term that includes a number of federal and state legal regimes, including trademarks, copyrights, patents, and trade secrets.” (2).
• “Like trademark, one does not need to register to with a government body to acquire protection but there are important advantages to registration” (7).
• “Copyright and patent law strike a balance between the promotion of creative and technologic expression and the dissemination of and access to its fruits” (13).
• “Always consider whether the benefits are worth the costs” (15).
Questions
Who broad is broad when considering copyright laws and acquiring them?
How common is for planets and foods to patents on them?

Connections:
These principals will come into play in work that we do later in this class as well as work we do after school. Our lives can be affected by these laws from work we write to plants we plant. With this it seems that there is potential for a fine line between law and liberty for later generations.