

# Intellectual Property Lawyers

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Seed  
Learning



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For Review Only

# What Is Intellectual Property?

Property can be anything that we own. It can be something that we buy at the store like a bike. It can also be something big such as a car or a house. Intellectual property is something that we own, too. But usually it cannot be held. It is what we create in our minds.

Creative thinking



A book full of ideas

One type of intellectual property is a design. At any McDonald's, you will see a big, yellow M. The design of the M is a logo. It is protected by a trademark. That means no one else can use the same design or logo as McDonald's.

A design protected by a trademark



Similarly, a brand name is intellectual property, too. A brand name helps people know what products or services are related to a company. A company such as Google is a powerful brand. Everyone knows Google. They trust Google and its products. Google is also trademarked. So, no one else can use the same name to do business.

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

◀ The company's brand name



A famous company

Another type of intellectual property is an invention. When someone creates a new object, they get a patent to protect it. This means that no one else can make the exact same object and sell it for money. When Apple made the iPhone, they received a patent. No one else is allowed to sell the exact same phone for money. It is against the law.

▶ Patents protect inventions.





Agreeing to work together



A book that is protected by copyright

Trade secrets are similar to inventions. A company's trade secret is what makes its product different and special. If it is a food product, the trade secret might be a secret ingredient. In contrast to inventions, trade secrets are usually protected by agreements. Only a few people in the company know the secret. They agree to keep the secret to themselves. Trade secrets are also protected by intellectual property laws.

Things that artists create are intellectual property, too. These are original works. They could be songs, pieces of art, or books. Artistic works also include photographs and building designs. These are all protected by copyrights. No one else can use them in any way to sell them or make money from them without permission.



The copyright symbol

Text from a copyright page ▶



## Comprehension Questions

1. What is an example of a brand name?
  - (a) Samsung
  - (b) Phone
  - (c) Copyright
  - (d) Patent laws
2. How are written works protected?
  - (a) With a patent
  - (b) Through a trademark
  - (c) By their copyright
  - (d) All of the above
3. What would an intellectual property lawyer NOT do?
  - (a) Apply for patents
  - (b) Write agreements
  - (c) Look for trade secrets
  - (d) Defend patents in court
4. What do law students need to read a lot of?
  - (a) Science books
  - (b) Court cases
  - (c) Newspapers
  - (d) Dictionaries
5. What is NOT a skill an intellectual property lawyer should have?
  - (a) Logical thinking skills
  - (b) The ability to sense danger
  - (c) Attention to detail
  - (d) Good speaking skills

Key 1. (a) 2. (c) 3. (c) 4. (b) 5. (b)

## Glossary



■ **accuse** (v.) to say that someone has done something wrong or is guilty of something



■ **agreement** (n.) a written or spoken promise



■ **claim** (v.) to say something as if it is a fact but without showing proof



■ **contract** (n.) an official written agreement



■ **copyright** (n.) the legal right to publish a piece of writing or perform a song