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Intellectual Property Rights

If 'necessity' is the mother of all inventions, 'Ideas' must be the father that led them to life! Imagine if someone stole your life-changing idea & earned the fame and money that should have come your way? In this world with diminishing virtual borders, it is thus vital that 'intellectual property' is protected.

What is Intellectual Property you ask? Intellectual Property (IP) essentially refers to creations of the mind that come with moral as well as commercial values e.g. an original idea or concept developed by an inventor/creator. Since IP includes abstract concepts that need expression to gain value, the creators of these intangible assets must not fear theft. The IP Rights thus provide for protection from unfair use as well as encouragement to reward from such creations of the mind when produced in a tangible form.

There are two types of IP rights: 1) Copyright and related rights 2) Industrial Property.

1) Copyrights protect creative work and covers paintings, sculptures, drawings (including diagram, map, chart or plan), an engraving, photographs, work of architecture or artistic craftsmanship, dramatic work, literary work (including computer programmes, tables, compilations and computer databases), musical work (including music as well as graphical notations), sound recording and cinematographic film along with related rights such as performers rights etc.

2) Industrial property rights include Trademarks, Patent, Geographical indications, Industrial designs etc. Trademark is a protection for brand name, tag line or designs created to represent your goods/services/invention. The 'TM' symbol at the end of the word to indicate that it has claimed trademark protection. Patent is an exclusive right granted to the owner of an invention for about 20 years that prevents others from making, using, importing or selling the invention without his permission. Geographical Indication (GI) ascribes to identify a product as originating from a particular territory which has given the product its special quality or reputation. Lonavala Chikki, Banaras Saree, Scotch Whisky, Swiss Cheese etc.

Infringement of these IPRs have serious consequences of both Civil or Criminal nature. So next time you post a photograph/article/any creative work, not originally yours, remember to give due credits to its creator. As it's the ideas that counts after all!

To know more, Contact: 9284080169

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