

CANDYLAND

An IP Protection Adventure Game!

1. Patents can protect new, non-obvious, and useful inventions, and they can prevent competitors from making, using, or selling, the same or a substantially similar product or process. Contrary to a common misperception, however, patenting your product or process does not assure it is free from infringing other, earlier patents.
2. 2. Protectable trade secrets can be any information that is kept secret (generally unknown to the public), where the owner has taken reasonable measures to protect the trade secret from disclosure, and the information has independent value by virtue of not being generally known.
3. 3. Some types of information, such as internal processes, might be protected by either patents or trade secrets. Individual circumstances must be considered, but where competitors might be able to copy completely or closely, patents may be a better option as they can protect the general idea, whereas trade secrets provide no protection against those who, without improper misappropriation, manage to mimic your idea.
4. 4. Trademarks are used to distinguish one company's goods or services from those of another. While trademarks are often thought of as words (e.g., Xerox) or symbols (e.g., the Nike Swoosh), they are not so limited and can include other indications of a product's origin (e.g., Boeing's number 747, or Owens-Corning's use of the color pink with insulation). The strongest trademarks are those that are made-up and "fanciful" (like Xerox, a word that otherwise has no prior meaning) or everyday marks that are unique for the goods or services (e.g., APPLE for computers or music).
5. 5. Copyrights protect original works of authorship provided the work is in a fixed form, and it can extend to designs, literary works, artistic works, architectural works and software, among other things. Since the creator of a copyright is the owner, companies should have their employees sign a work for hire agreement.

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