



AN INTRODUCTION TO INTELLECTUAL PROPERTY

Presented by:

Richard Aching, Manager, Technical
Examination

OUTLINE

- **What is Intellectual Property (IP)?**
- **Functions of the Intellectual Property Office**
- **Types of IP**
- **Benefits of IP**



What is Intellectual Property?





*"Owlandc"
The I.P. Owl*

Intellectual property
(IP) refers to Expressed
creations of the mind

(adapted from the
World Intellectual Property
Organization (WIPO))

Responsibilities of the Intellectual Property Office (IPO) of T&T

- Granting of IPR's
- Determining of Opposition Hearings
- Making IP information available to the public
- Receipt of International Applications
- Advising the Government
- Patent Information Services
- Public Awareness Campaigns
- Promoting Inventiveness
- Participating in development of International Treaties
- Participating in the development of International Instruments

Intellectual Property

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graph TD; A[Intellectual Property] --> B[Copyright and Related Rights]; A --> C[Industrial Property]
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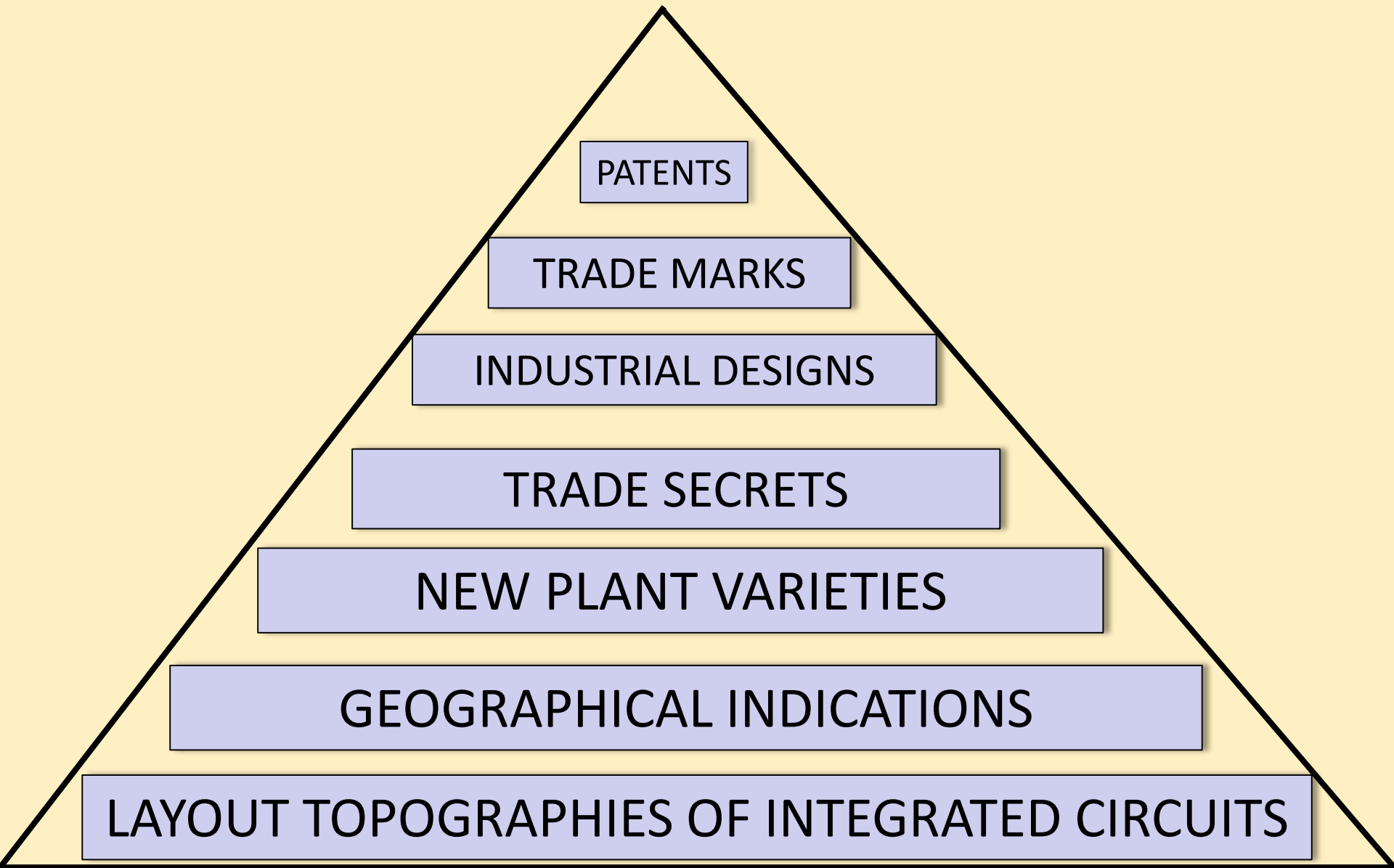
The diagram illustrates the classification of Intellectual Property. At the top level, 'Intellectual Property' is shown in a white box with a blue border and a yellow shadow. Two lines descend from this box and branch out to two separate boxes below. The left box, 'Copyright and Related Rights', and the right box, 'Industrial Property', both have white backgrounds, blue borders, and blue shadows.

Copyright and
Related Rights

Industrial
Property

The image features a title card with a light blue background and rounded corners, set against a yellow background. The text "Industrial Property" is centered in a bold, black, sans-serif font. The card is partially overlaid by a darker blue rounded rectangle on the left side.

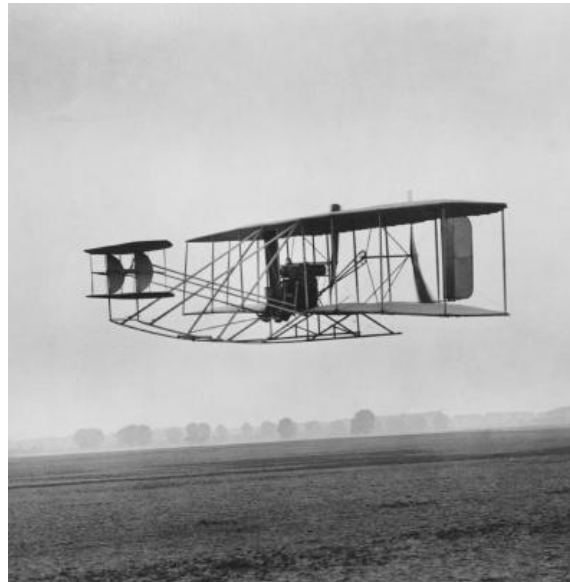
Industrial Property



PATENTS

1. Patents protect inventions.

2. An invention is a new technical solution to an existing problem (process/product).



Criteria for Protection

Novelty



Inventive Step

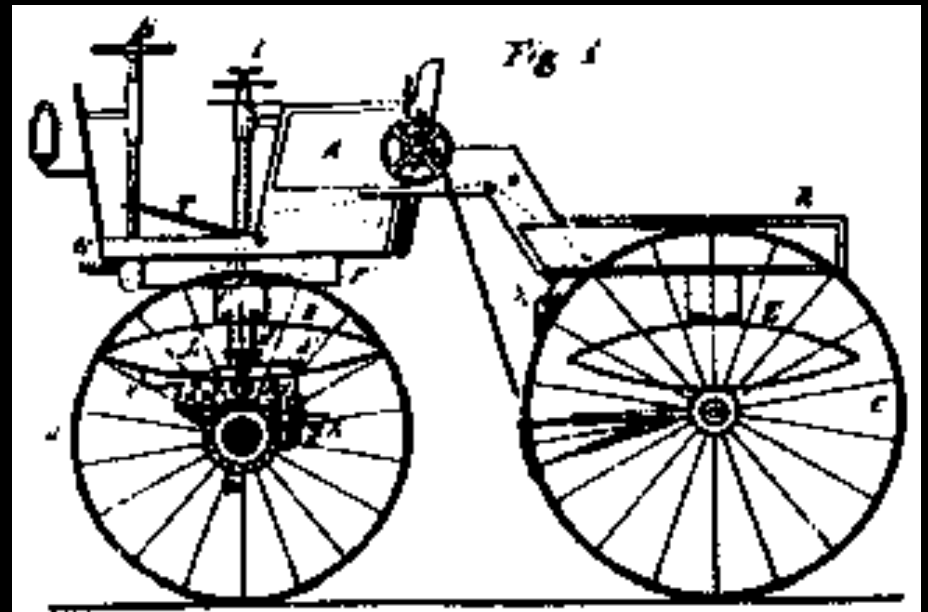


Industrial Applicability

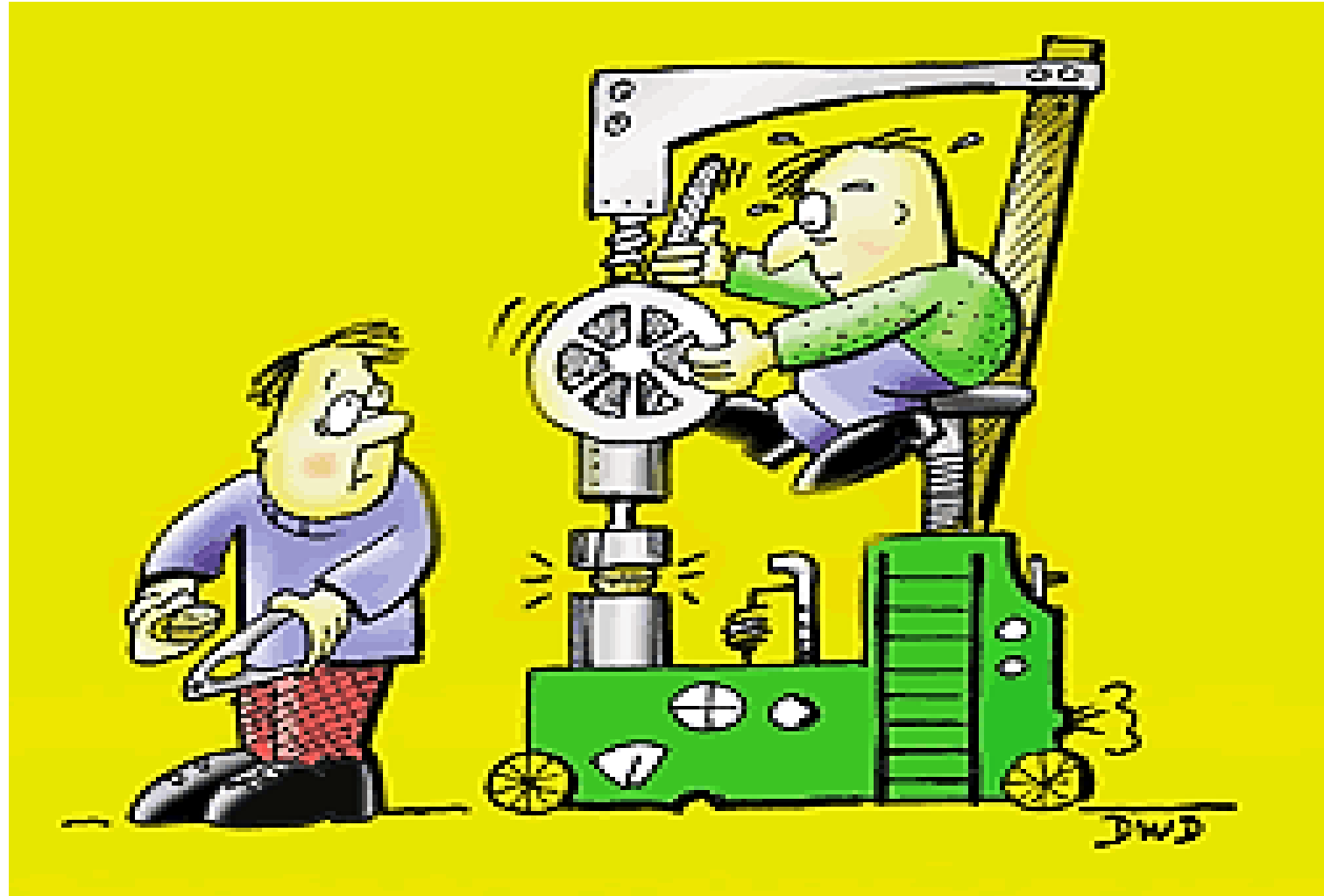


The Road Engine

- Road Engine
- Patent No. [549,160](#)
- Inventor: George Selden, Rochester, New York
- Filed: May 8, 1879
Issued: 1895



1. The invention is more complex than the problem merits



2. The invention is not kept secret until the date of filing



3. The invention isn't new



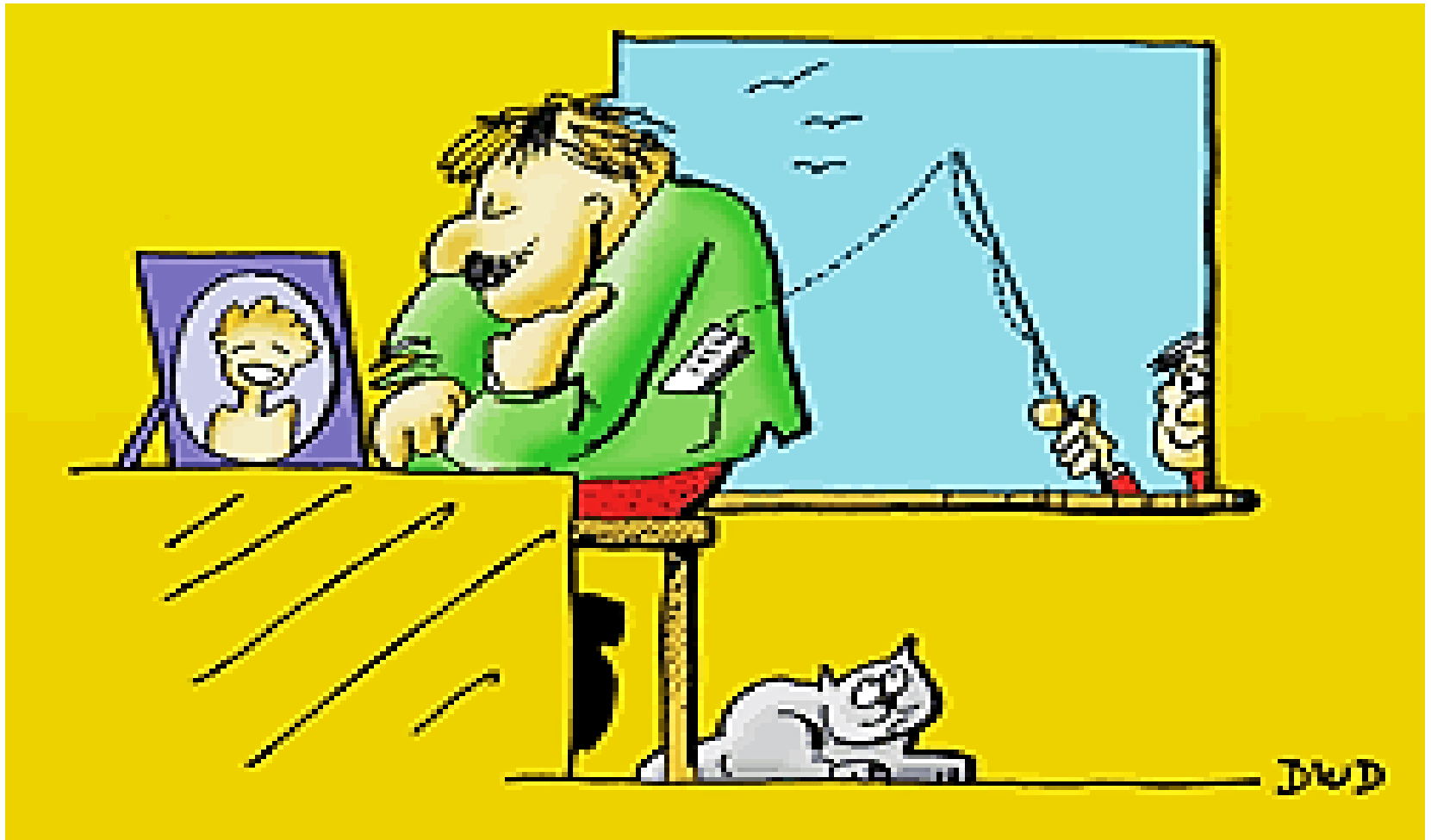
4. The inventor hasn't fully considered the problem



5. No-one wants it



6. An invention is safer if it's kept secret



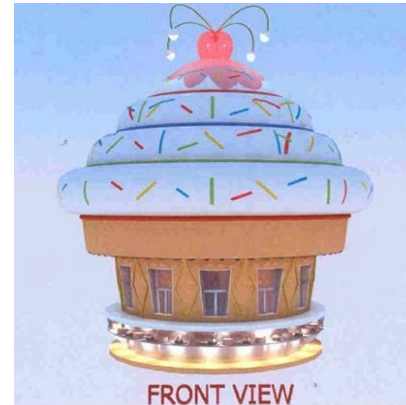
7. The inventor has an unrealistic idea of the value of his invention



INDUSTRIAL DESIGNS



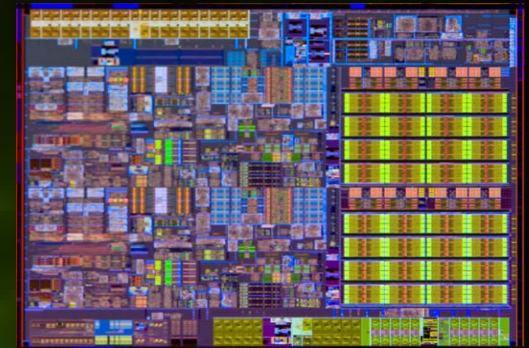
An Industrial Design is the ornamental aspect of an object. In other words, it is that part of an object which you can see or feel.





Integrated Circuits

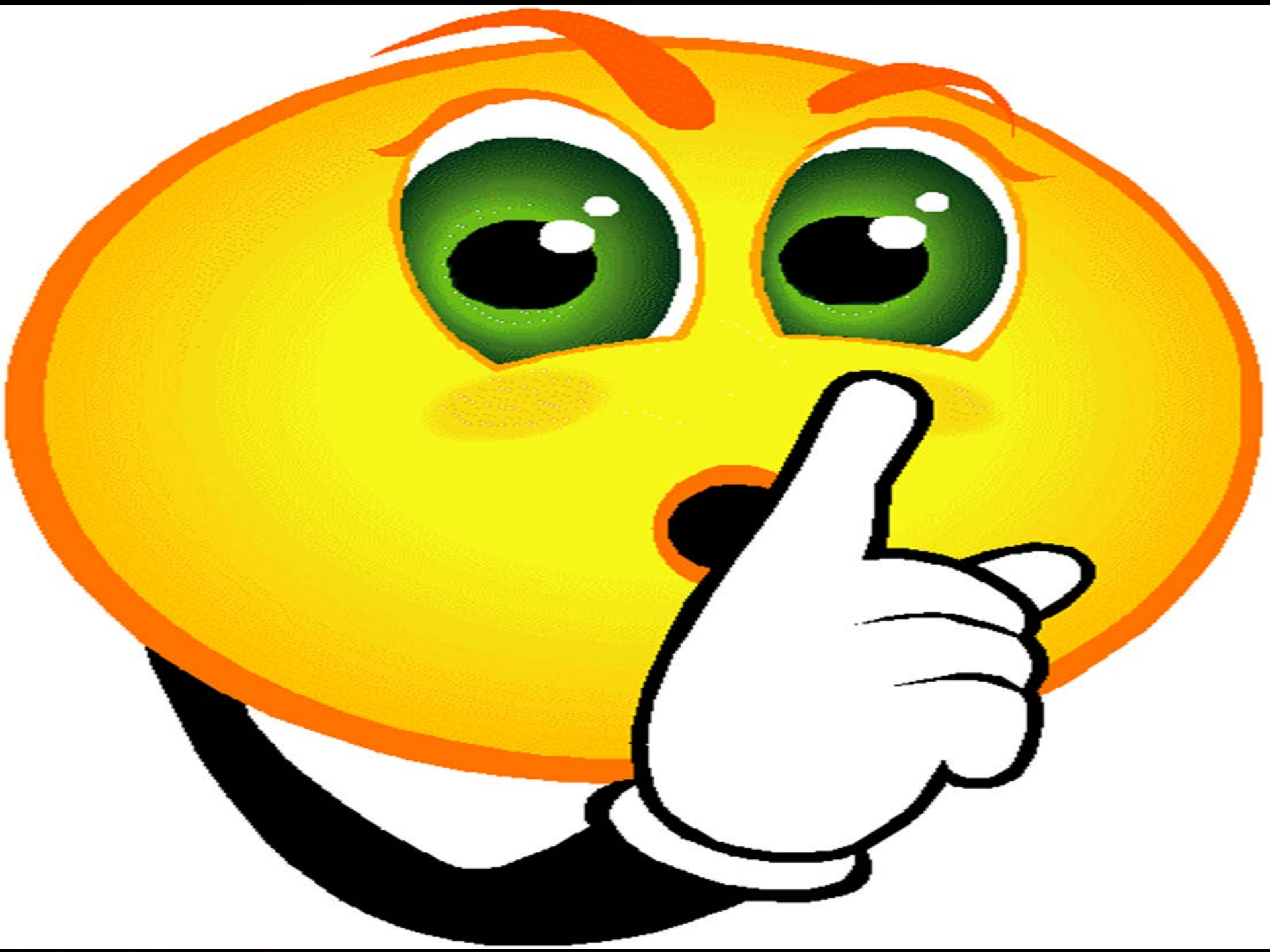
Arrangement of electrical components on a semiconductor.



New Plant Varieties

IPRs granted to the breeder of a new variety of plant; aka Plant Breeder Rights.



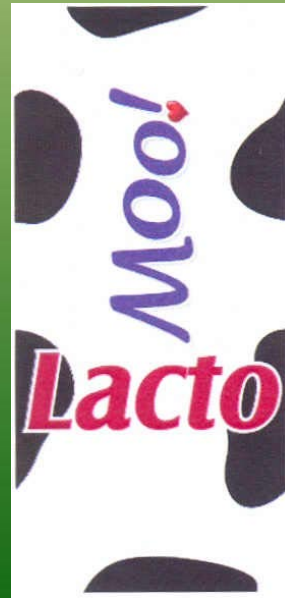


TRADE MARKS

Any sign/symbol which indicates source of good/service



Johnson & Johnson



TRADE MARKS

Must be distinctive – not generic, descriptive



Google

Stay Away From.....

Descriptive words

Generic words

Direct Reference



Deceptive words

**Scandalous design
or against law or
morality**

NO.



GEOGRAPHICAL INDICATIONS

With a unique quality or reputation or characteristic

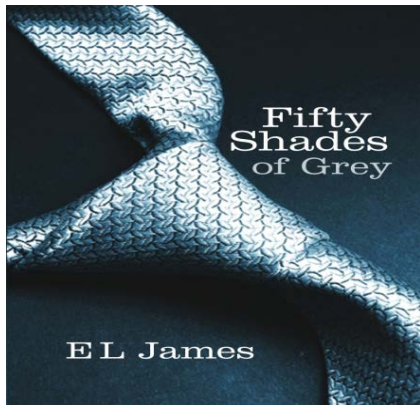




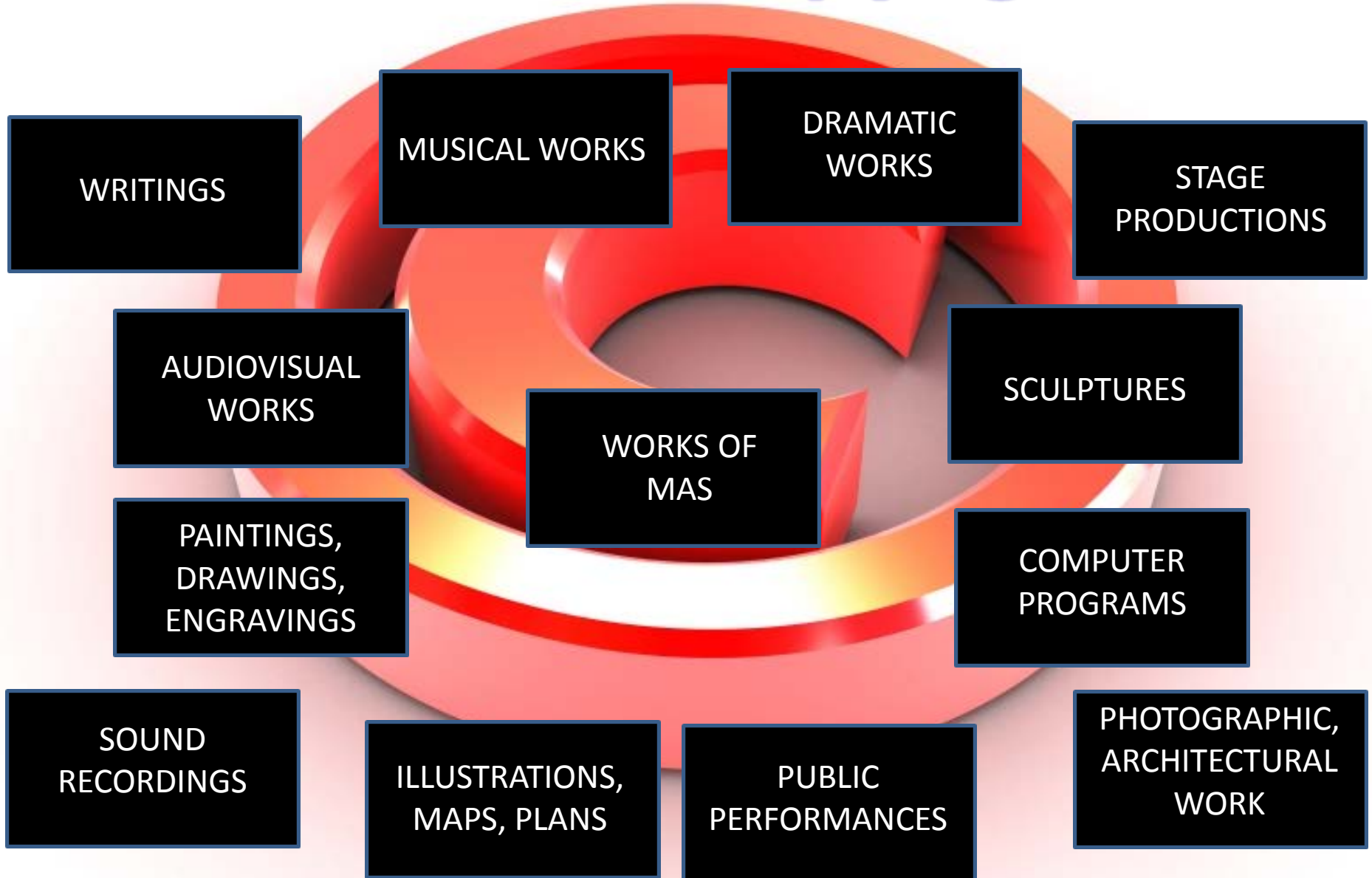
Copyright and Related Rights

Copyright

Protection for Original
literary and artistic works



What can be Copyrighted?

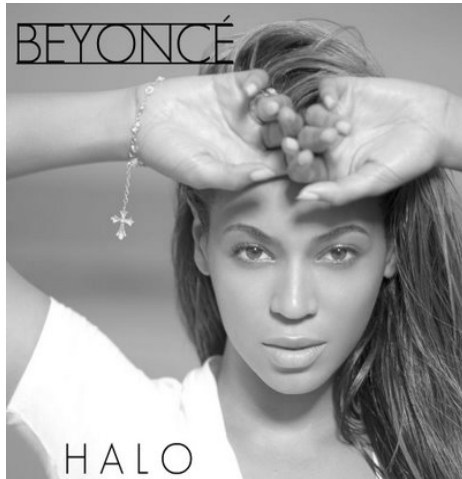


Cannot copyright:

- Ideas
 - Procedures
 - Discoveries
 - Mere data
 - Legislative texts
 - Official translations
 - Political speeches, speeches delivered in the course of legal proceedings
- 

RELATED RIGHTS

Rights of performers, broadcasters & producers of sound recordings



RIGHTS IN COPYRIGHT

- Economic rights
- Moral rights
 - Right to be named as author/creator
 - Right to not have work distorted
 - Retained after work expired
 - Can be waived in writing



Forms of IP

Forms of IP	Law	Period of Protection	Works
Copyright & Related Rights	Copyright Act 1997 and Regulations	Life of Author + 50 yrs	Artistic and Literary Works
Trade Marks	Trade Marks Act 1955 and Amendments	10 yrs and renewable indefinitely	Sign, logo
Patents	Patents Act 1996 and Rules	20 yrs	Inventions
Industrial Designs	Industrial Designs Act 1996 and Rules	5+5+5	Look /Feel of Manufactured Goods
New Plant Varieties	Protection of New Plant Varieties Act, 1997	15-18 yrs	Listed genera and species
Geographical Indications	Geographical Indications Act, 1996 and Regulations	--	Geographical Indications

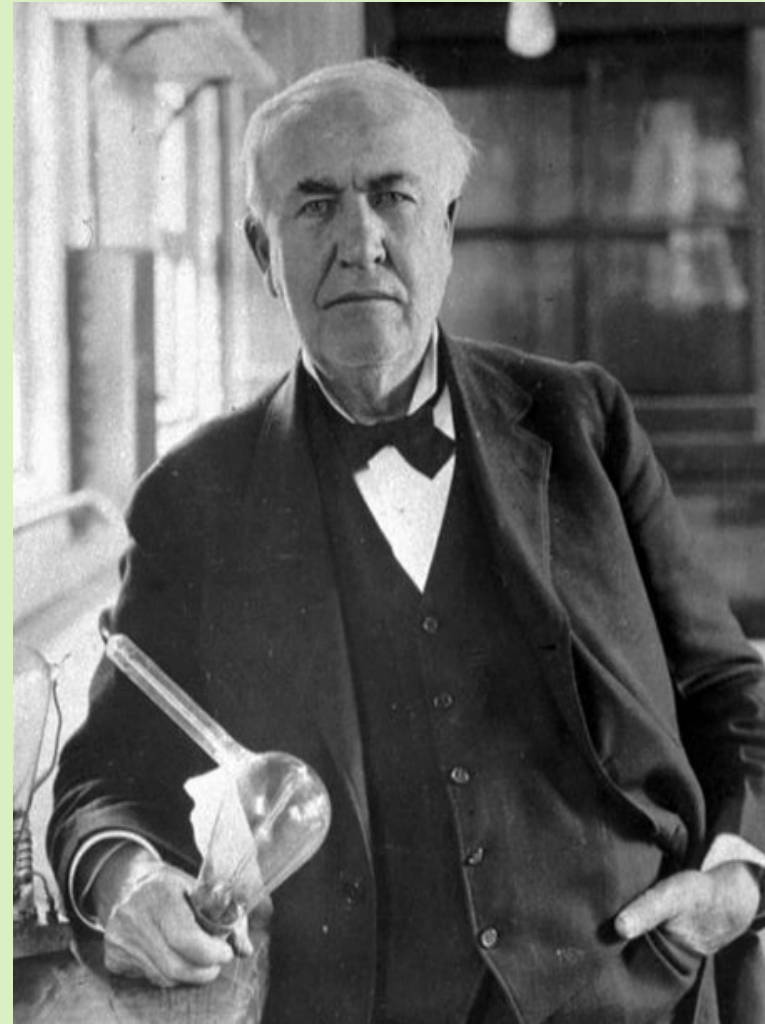
Benefits of IP

Tool for economic development

Business and Trade









Innovation

Exclusive Rights



Ultimate Purpose



2014 Rank	Brand	Sector	Brand Value	Change in Brand Value
01		Technology	118,863 \$m	+21%
02		Technology	107,439 \$m	+15%
03		Beverages	81,563 \$m	+3%
04		Business Services	72,244 \$m	-8%
05		Technology	61,154 \$m	+3%
06		Diversified	45,480 \$m	-3%
07		Technology	45,462 \$m	+15%
08		Automotive	42,392 \$m	+20%
09		Restaurants	42,254 \$m	+1%
10	 Mercedes-Benz	Automotive	34,338 \$m	+8%

THANK YOU

GRACIAS

ARIGATO

SHUKURIA

JUSPAXAR

DANKSCHEEN

TASHAKKUR ATU

YAQHANYELAY

BI'YAN SHUKRIA

TINGKI

SUKSAMA

EKHMET

GRAZIE

MEHRBANI

PALDIES

YOU

BOLZİN

MERCI

GOZAIMASHITA

EFCHARISTO

KOMAPSUMNIDA

MAAKE

LAH

SPASSIBO

SNACHALHUYA

CHALTU

WABEEJA MAITEKA

HUI

YUSPAGARATAM

DHANYABARAD

ANISHA

ATTO

MERSI

SPASIBO

DENKAUJA

NENACHALHYA

UNALCHEESH

HATUR GI

EKO-JU

SIKOMO

MAKETAI

MINMONCHAR

TAVTAPUCH

MEDAWAGSE

BAIKA

MERASTAWHY

GAEJTHO

AGUYJE

FAKAAUE

SAINCO



Ipo Trinbago



Address: 3rd Floor, Capital Plaza, 11-13 Frederick Street, Port of Spain.

Email: info@ipo.gov.tt

Phone: 625-1907; 627-0706

www.ipo.gov.tt