

Intellectual Property Protection

Patents

- Subject matter includes: processes, machines, articles of manufacture, compositions of matter, and incremental improvements on the above.
- Design patents cover ornamental design of a functional item.

Trademarks

- Source identifier—distinguishes goods/services of one seller from another.
- Words, names, symbols, logos, colors, sounds and slogans.

Copyrights

- Protects images, text, artwork, computer code, website content, marketing materials, etc.
- Registration required to enforce if there is an infringement.

Trade Secrets

- Information that has value because it is not known to the public and is subject to reasonable measures to maintain secrecy.
- Includes: patterns, programs, devices, methods, techniques, customer lists, formulas, and processes.