

INTELLECTUAL PROPERTY BASICS



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Get Investment

Sell products
- public
- business

Have others sell
or distribute
your product

End goals of a new business?

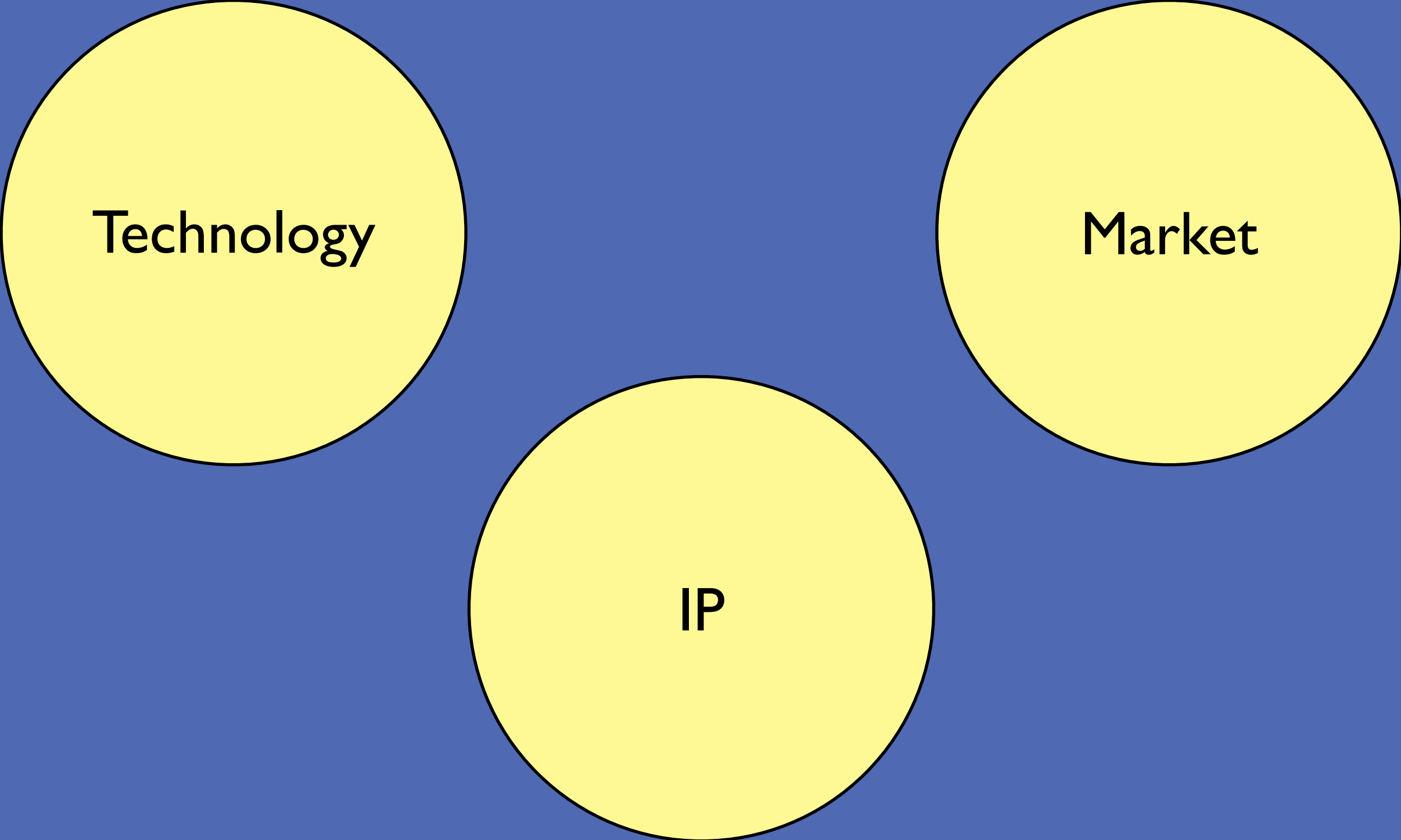
Be acquired/
sold

Invest yourself/
Start again

Grow/ Take
over the world

Start again with new product

New Product Development



Technology

Market

IP

Intellectual Property helping collaboration



Photo by flickr user
Hey Paul Studios

COPYRIGHT



• <http://www.flickr.com/photos/stephenpoff>

Open Source

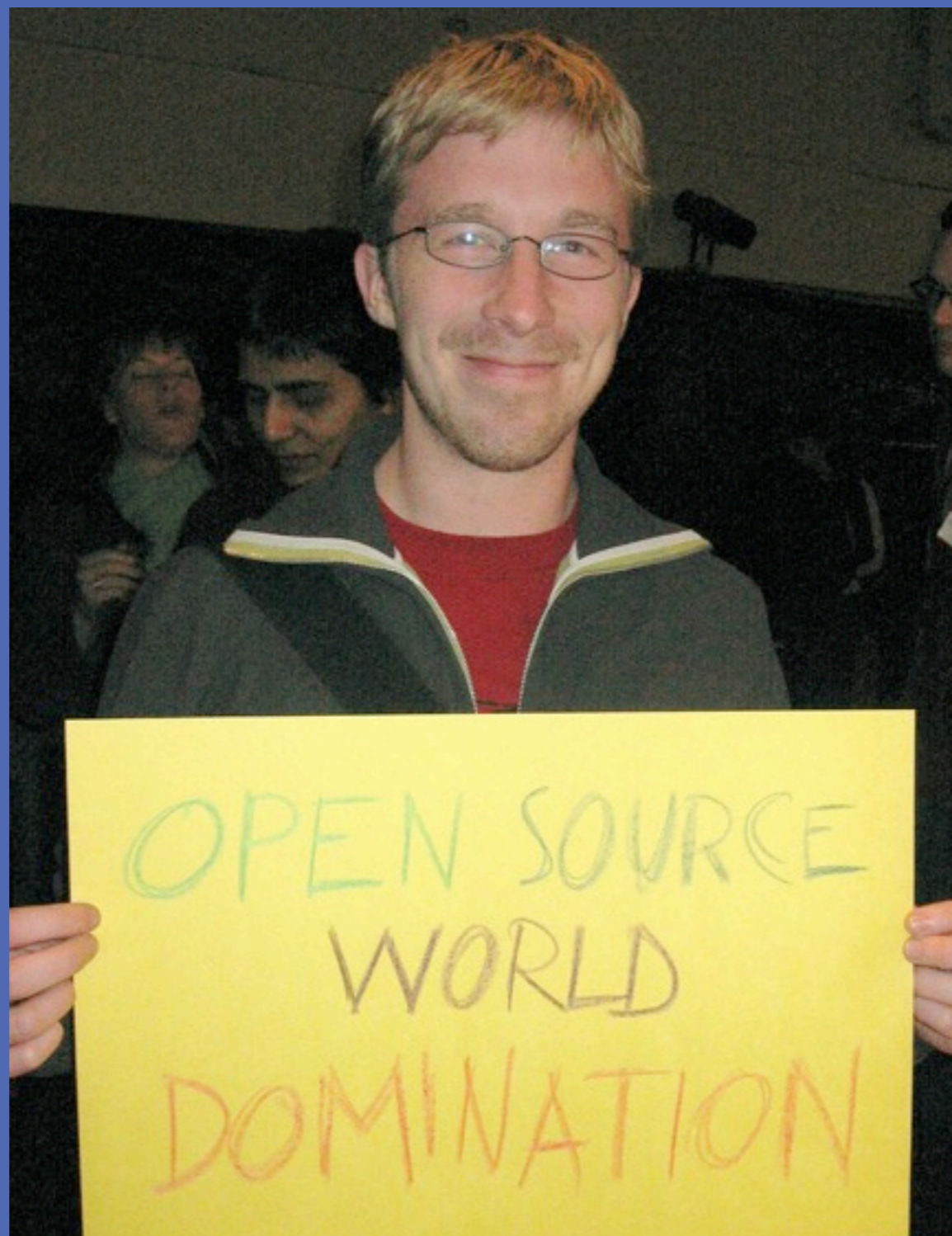


Photo by flickr user
NetSquared

Open Source Licenses

What do you want people to do?

What do you want them not to do?

<http://choosealicense.com/licenses/>

<https://tldrlegal.com/>

Copyright Checklist

- ✓ Written documentation of ownership
- ✓ Record of when created and by whom
- ✓ Employee agreements
- ✓ Right to use all pictures
- ✓ Copies of any Open Source Licenses
- ✓ Copies of any licenses/ rights to use
- ✓ Copies of all external contractor agreements

TRADE MARKS



- http://www.flickr.com/photos/lawrence_evil

PATENTS



- <http://www.flickr.com/photos/charliedees>

PATENTS

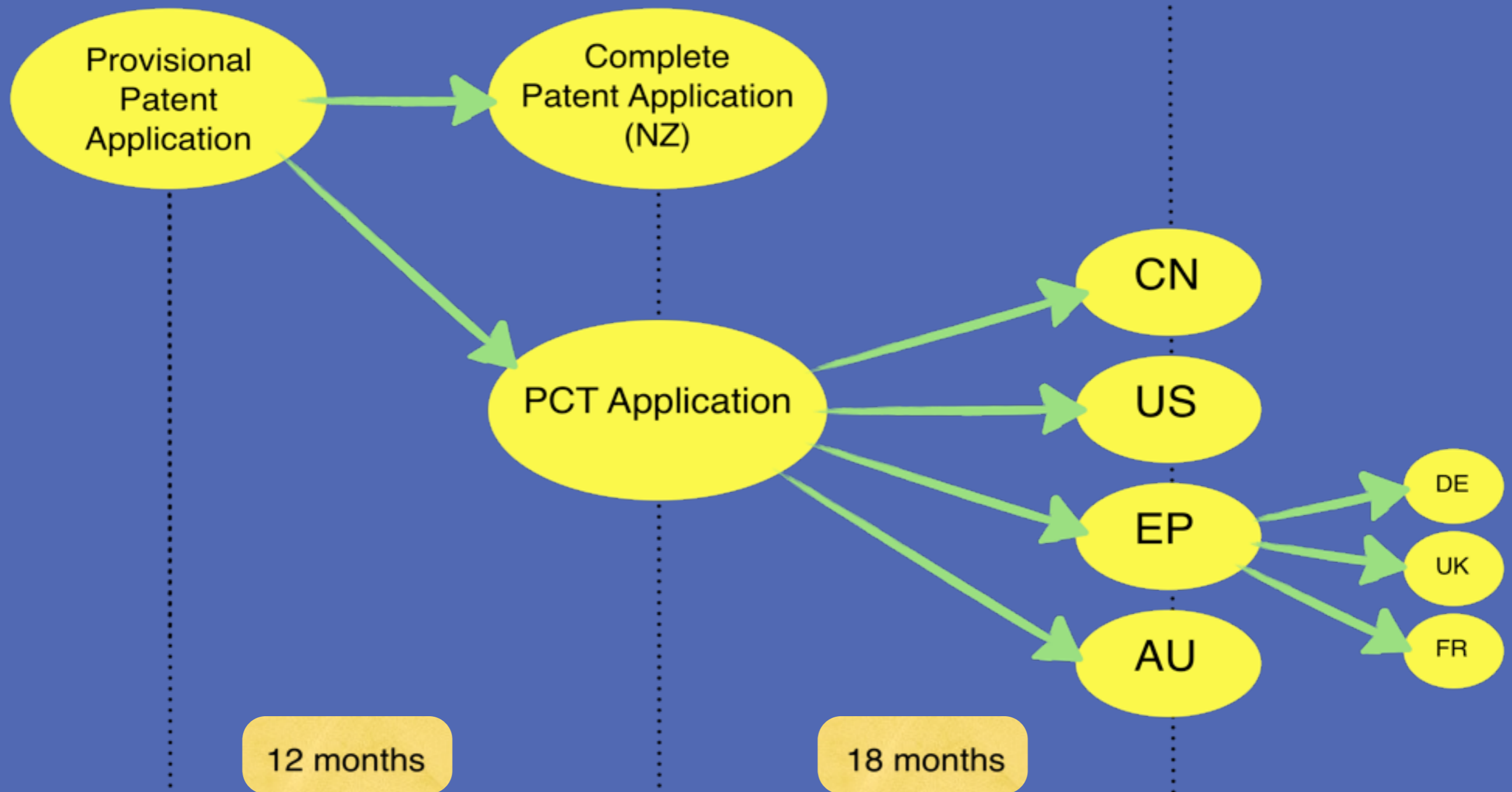
For something to be patentable, it must be:

Novel (new)

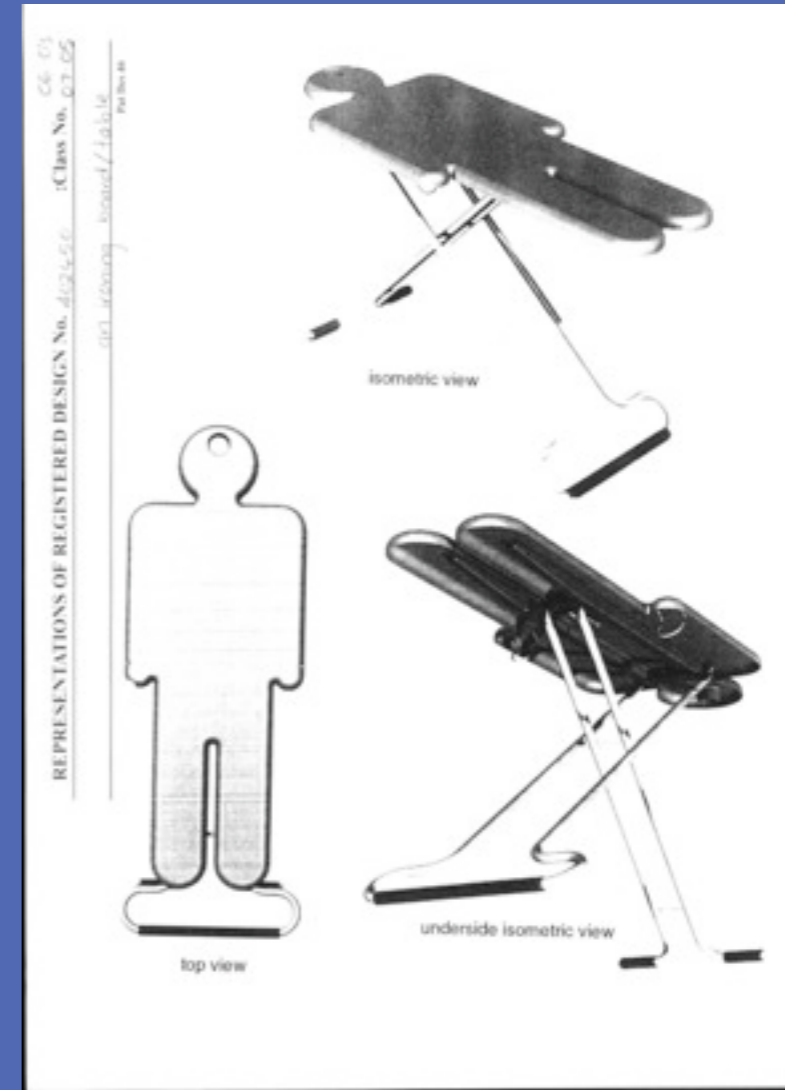
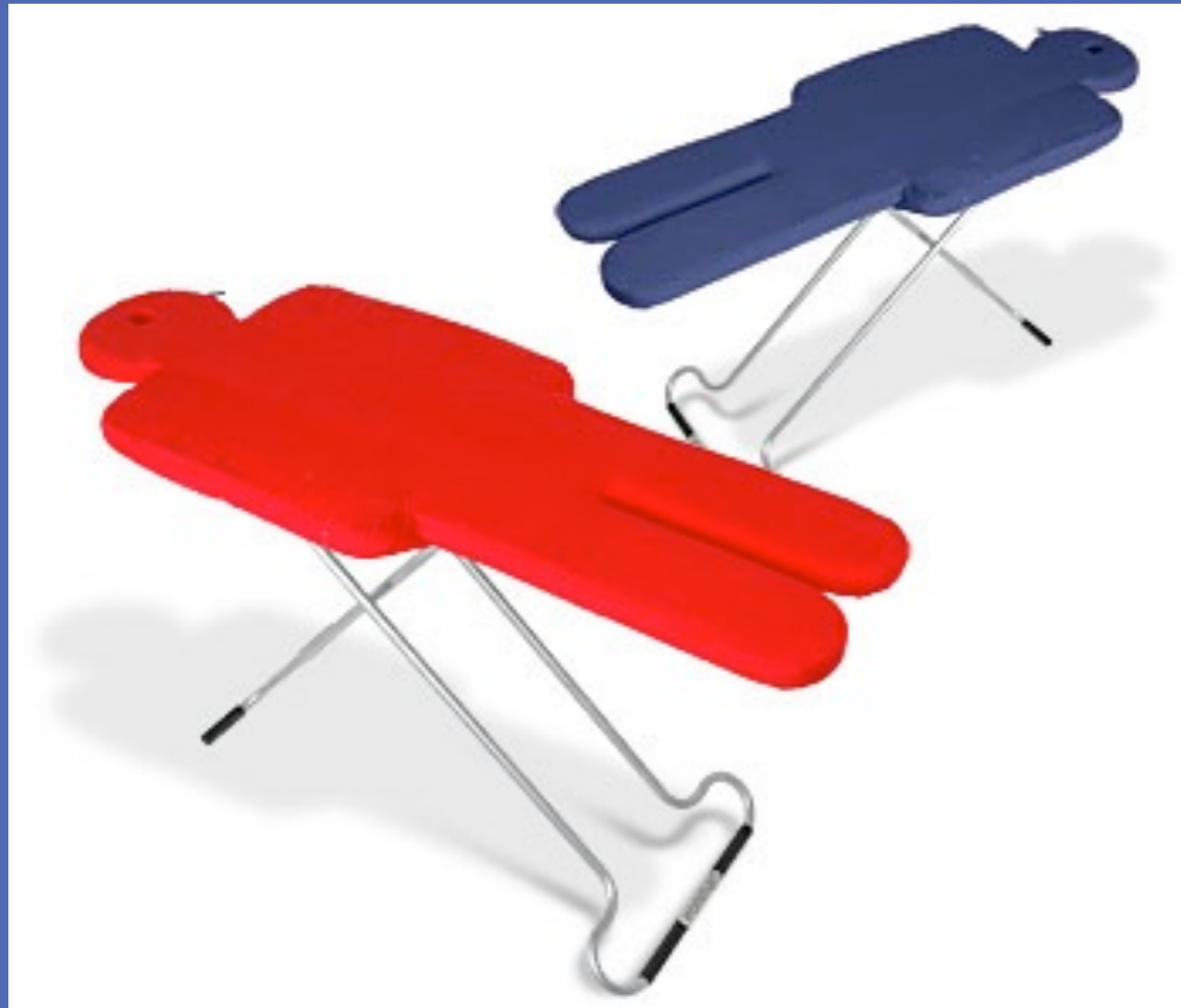
Inventive (not obvious)

Industrially applicable

PATENTS - THE PROCESS

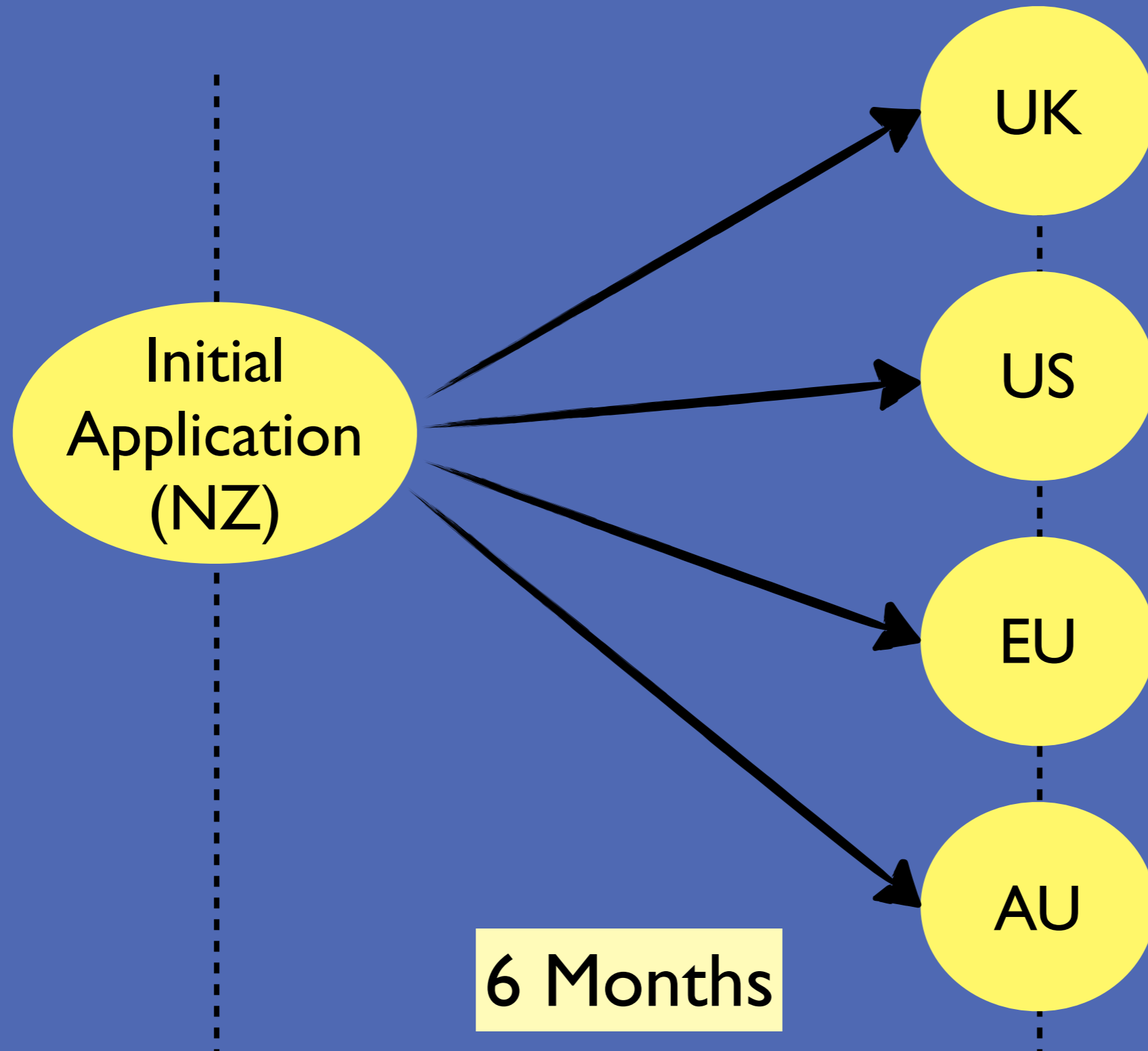


DESIGN REGISTRATION



- NZ Design Registration 402450

DESIGNS - THE PROCESS



ANY QUESTIONS?