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Intellectual Property for a Better Future

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PROPRIEDADE INTELECTUAL
E OS JOVENS:
**INOVANDO POR UM
FUTURO MELHOR**
Dia Mundial da
Propriedade Intelectual
2022
26 de abril



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Intellectual Property for A Better Future

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What do you think of when you hear the words
“intellectual property?” Use one or two words.
(a word cloud question)

Intellectual Property

- Copyright
 - Author's Rights and Neighboring Rights
- Patents
- Designs
- Trademarks
- Trade secrets
- Plant varieties
- Geographical indications
- Internet domain names
- Integrated circuit designs



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Copyright

- An original work of authorship
- An expression of an idea
- Books, motion pictures, songs, paintings, sculptures, photographs... and also computer programs
- No registration required
- The term of protection is, at a minimum, the life of the author plus 50 years
- Exclusive rights of the copyright owner

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Patents

- An invention – a product or a process – that is new, involves an inventive step, and is capable of industrial application
- Pharmaceuticals, vaccines, types of fuel, engines, production of renewable energy...
- A patent application must be filed and a patent office issues a patent
- The term of protection is 20 years from the date of the filing of the patent application
- Exclusive rights of the patent owner

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Trademarks

- Any sign, or any combination of signs, capable of distinguishing the goods or services of one producer from another; in some countries also sounds, smells, and other marks
- An application must be filed, and a trademark office registers the trademark
- In some countries, trademarks enjoy common law protection
- The protection may last forever as long as the trademark is used in commerce and does not become generic
- Exclusive rights of the trademark owner

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Do you own any intellectual property, and if so, which one(s)? (Select all that apply.)

A copyright

A patent

A design

A trademark

A trade secret

A plant variety

A geographical indication

An internet domain name

A semiconductor topography



Is Intellectual Property Law
(Always) Promoting
A Better Future?

Three examples:

- Copyright has been blamed for creating barriers to free access to content on the Internet.
- COVID-19 vaccine patents have been blamed for causing an inadequate supply of the vaccines to much of the world.
- Geographical indications (e.g., Roquefort for cheese, Champagne for wine) have been blamed for artificially increasing prices of some food products.



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Enforcement of Copyright on the Internet

- Free speech and other rights on the Internet must be safeguarded, including the rights of copyright owners.
- Any content filtering must reflect the rights of all concerned.
- Remedies must be proportionate and just.
- A culture should develop to respect the work product and efforts of authors.

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Patents and Vaccines

- The patent system provides incentives for inventing activity, and any weakening of patent rights must be analyzed in light of the potential threat to the incentives to invent.
- Patents facilitate transactions, including licensing for production and further research.
- Mechanisms exist to respond to emergency situations such as a pandemic – namely compulsory licenses.
- Countries must address other (additional) barriers that prevent access to vaccines.

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Geographical Indications

- Geographical indications facilitate the creation of local brands that assist in promoting local products worldwide.
- Geographical indications help protect the quality of the local products.
- Geographical indications become part of the local development strategy and can assist in maintaining and improving the environment.



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Would you like to become an intellectual property lawyer? (Select one.)

Yes.

Maybe.

No.



You can Innovate as Future Intellectual Property Lawyers!

- Help calibrate IP law with other laws and policies to promote the creation and innovation that are so important to the progress of society
- Shape IP law and its application to reflect the needs of society
- Form IP law for a better future
- Enrich the collaborative international community of IP lawyers



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