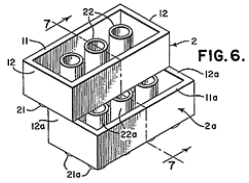
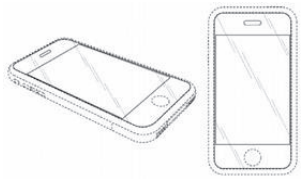
INTELLECTUAL PROPERTY 101

	Patents	Industrial Designs	Trademarks	Copyrights	Trade Secrets
What is protected?	technical aspects of an invention	aesthetic features (the look, shape) of a product	includes words, phrases, symbols, designs, scents, holograms, textures, etc. that identify and distinguish a product or a service	original works of authorship (literary, dramatic, musical and artistic)	any valuable business information that derives its value from secrecy like formulas, recipes, list of suppliers and clients, etc.
Example			JUST DO IT. lululemon athletica		
Eligibility	CHECKLIST 1 new 2 useful 3 non-obvious	CHECKLIST 1 must be filed within one year from the first publication 2 publication means making the design available to the public	CHECKLIST 1 not clearly descriptive, misdescriptive or generic 2 distinguish the goods/services from those of others	CHECKLIST 1 originality 2 human authorship 3 the work must be fixed in a tangible medium of expression	CHECKLIST 1 used in business 2 not generally known 3 has economic value 4 efforts are made to keep it confidential
Term of protection	max of 20 years from the filing date - with a payment of an annual maintenance fee 20	typically 15 years from the filing date - must be renewed after the initial 5 years 15	10 years - renewable in perpetuity 10 ∞	life of the author + 70 years life +70	As long as kept confidential ∞
Approximate fee ranges	drafting $8,000-$15,000 filing $1,800 examination process varies	filing through registration (without any objections) $2,500 - $3,000	filing through registration in up to two classes (without any objections) $2,500	filing $500	time based advice
Average timeframe from filing to registration	3-5 years	1.5 - 2.5 year	2-3 years	1-2 weeks	N/A