

Intellectual Property

We are frequently asked for information or guidance in the area of Intellectual Property Rights (IPR).

Although Dynamics Media cannot offer legal advice of course, the following introduction may help you to decide where you should look next to find out more - as steps can and often should be taken to protect IPR.

Examples of IPR might be your company **name** or **brand**, **artwork**, **music**, **designs**, **images**, **processes** or **knowledge**.

There are three key areas of interest and relevance:

Patents:

You can register a novel **design**, **device** or **process** and get Patent protection. This means others cannot use this device without your permission. If the device becomes public then you will not be able to get a patent. You may wish to get a patent in countries that are significant markets e.g. UK, EU, USA and Japan.

There's more information at: <http://www.patent.gov.uk/patent/index.htm>

Trademarks:

You can register a **term** or an **image** as a Trademark. This will help you develop and protect a brand that is valuable to your business. This does not need to be done, but it helps define who owns the "brand" in event of potential conflict.

For more information see: <http://www.patent.gov.uk/tm/index.htm>

Copyright:

Any original work (e.g. **art**, **music**, **writing**) belongs to the designer by right, unless he chooses to surrender it to others. To protect it you can use the © symbol to warn others who might wish to copy it, and it helps if you can date the work (and prove its originality) in the event of any subsequent discussions over ownership.

For more information read: <http://www.patent.gov.uk/copy/index.htm>

The above information is an introduction only, and really only scratches the surface. There is an entire resource on Intellectual Property prepared by the British Government at:

<http://www.intellectual-property.gov.uk>

Dynamics Media
Plum Park Estate
Paulerspury
Northants
NN12 6LQ

Tel: 0845 226 1033

Email: info@dynamicsmedia.co.uk
www.dynamicsmedia.co.uk

creative media