

IP PROTECTION:

WHAT IS INTELLECTUAL PROPERTY?

This is the creation of the mind. What you think of and transform into an intangible product like Trademarks, patents, Industrial designs etc for the benefit of the entire public.

When you think of an idea, think of transforming that idea into something productive like a business or a product. This is because ideas are not protected as many people can have the same idea. So always rush to put that idea on the paper and develop something out of it then protect it immediately to exclude others from developing the same product.

By protecting, you are communicating to the public that no one has a right to use your Intellectual Property assets like patents, trademark, industrial design and geographical indication etc without your consent. So whoever is to use any of them has to seek authorization from you in form of a license.

This leads to increase of revenue on the side of the right holder or the owner of the IP asset resulting into improved cost of living and economic growth.