

Basic Framework and Initial Questions

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Roadmap:

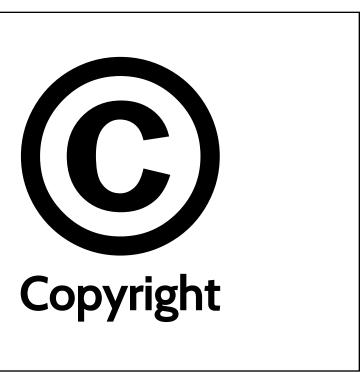
- What is intellectual property?
 - -The kinds of IP
 - -Comparisons
 - -The label "intellectual property"
- Why is IP law said to be necessary?
- How did IP law come to be?

What is intellectual property?

the kinds of IP

What is "intellectual property"?

Copyrights
Trademarks
Patents
Trade Secrets
Rights of Publicity





Copyright

- Books
- Poems
- Movies
- Computer software
- Photographs
- Paintings
- Sculptures

Copyright

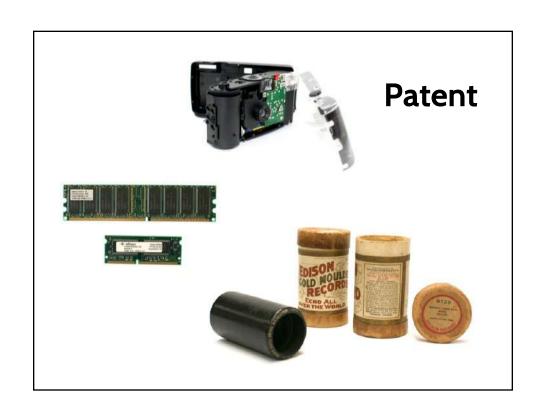
 original works of authorship fixed in any tangible medium of expression from which they can be perceived, either directly or with the aid of a machine

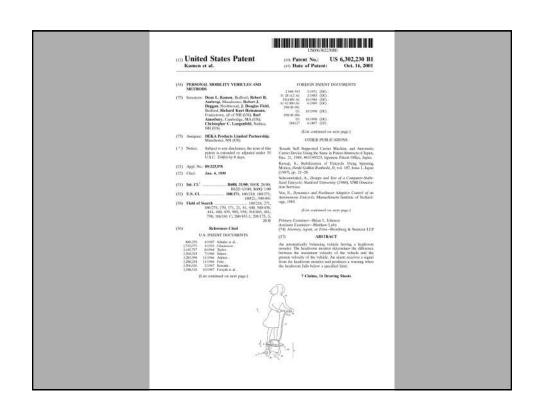
Copyright ©

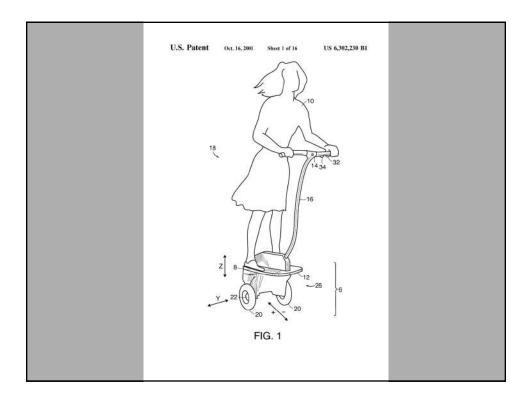
Protects	expression (text, images, recordings) fixed in a tangible medium
Requires	a mere modicum of creativity
Vests	automatically upon creation
Sustained by	[nothing]
Lasts	lifetime + 70 years; or 95 years
Theory	incentive to create; public goods problem

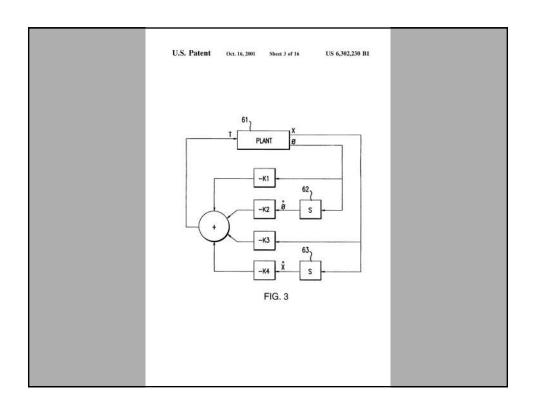
PAT.

Patent









US 6,302,230 B1

PRISONAL MORESTY VEHICLES AND MITHORS

TECHNICAL RELD

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Patent PAT.

Protects	machines, inventions
Requires	novelty, some level of cleverness (nonobviousness, inventive step), and some other things
Vests	after application, upon issuance by government
Sustained by	escalating maintenance fees
Lasts	up to 20 years
Theory	incentive to invent and disclose; public goods problem

Trade Secrets

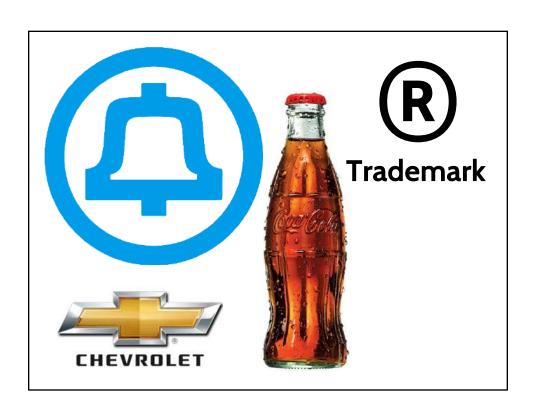


Trade Secret	
Protects	formulas, recipes, manufacturing techniques, and other intangibles with independent economic value
Requires	secrecy and reasonable efforts to keep secret
Vests	automatically
Sustained by	continuing secrecy and efforts to keep secret
Lasts	potentially forever
Theory	????



TM

Trademark



source

	Trademark ® TM		
Prote	names, logos, slogans, other indications of commercial source		
Requi	res distinctiveness (can identify a commercial source)		
Vest	common law: upon use federal: after use, upon registration		
Sustaine	ed by continued use		
Last	as long as used, potentially forever		
Theo	provides information to consumers, which helps the market function better, increasing economic efficiency		



Right of Publicity



Right of Publicity

Protects	name, voice, image, other indicia of identity of a real person
Requires	nothing; fame in a few jurisdictions maybe
Vests	automatically
Sustained by	[nothing]
Lasts	lifetime; post-mortem in some states
Theory	????



You

own intellectual property

Comparisons

What is protected?

©	Expression (text, images, recordings)
Pat.	Inventions
TM	Indications of commercial source
Trade Secret	Transferrable commercial secrets
Right of Publicity	Indications of personal identity

What does it take to get it?

©	Fixation (immediate)
Pat.	Application, gov't review
TM	Use in commerce, creating meaning
Trade Secret	Nothing
Right of Publicity	Nothing (fame, some places maybe)

What does it take to keep it?

©	Nothing
Pat.	Payment of maintenance fees
ТМ	Continued use in business
Trade Secret	Keeping it secret
Right of Publicity	Nothing

How long does it last?

©	on the order of 100 years
Pat.	on the order of 20 years
TM	forever (if used)
Trade Secret	forever (if kept secret)
Right of Publicity	life + extra sometimes

How is it lost?

©	Very difficult
Pat.	Unpaid fees; successful challenge
TM	Failure to keep exclusive control
Trade Secret	The secret gets out
Right of Publicity	Very difficult (?)

Defenses include ...

©	Fair use, first-sale
Pat.	Invalidity, first-sale
TM	Non-trademark uses, fair uses, first-sale
Trade Secret	Reverse engineering
Right of Publicity	News, free speech, non-commercial

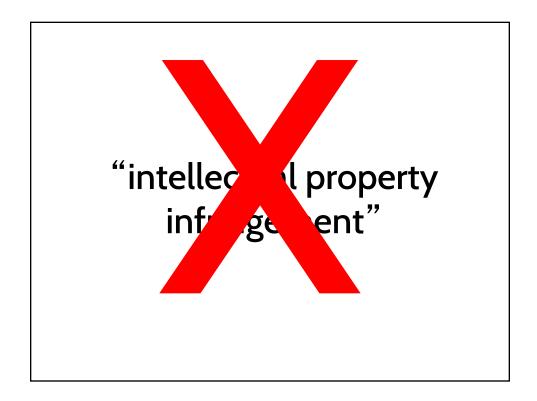
Remedies include ...

©	Injunctions; restitution (of D's wrongful gains); statutory damages up to \$150K per infringement
Pat.	Injunctions; royalties; treble damages
TM	Injunctions; punitive damages; treble damages
Trade Secret	Injunctions; restitution (of D's wrongful gains); punitive damages; royalties
Right of Publicity	Injunctions; punitive damages

the LABEL

What is "intellectual property"?

"intellectual property infringement"



What is "intellectual property"?

Is it "property"?

Is it "property"?

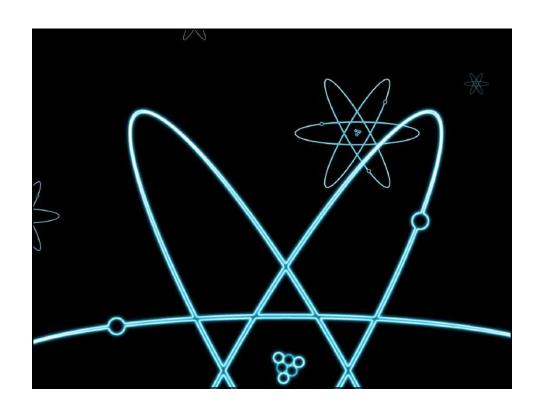
It depends on who you ask.

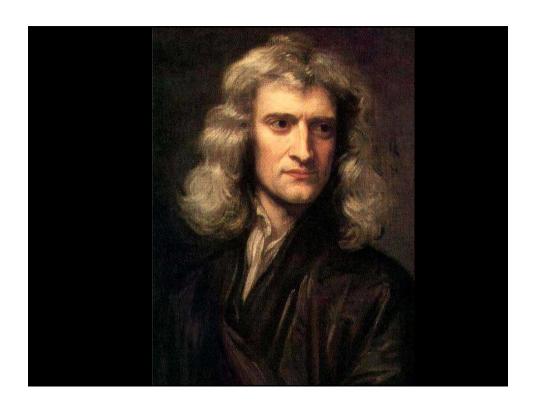
Is the right to receive government welfare property?

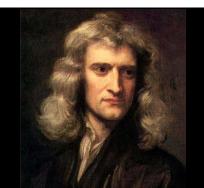
Is a professional license property?

Is a government pension property?

What's "intellectual" about it?

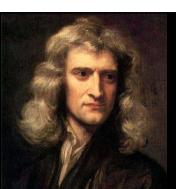






Newton's Third Law of Motion

For every action, there is an equal and opposite reaction



Newton's Third Law of IP

For every IP entitlement, there is an equal and opposite reduction in freedom.

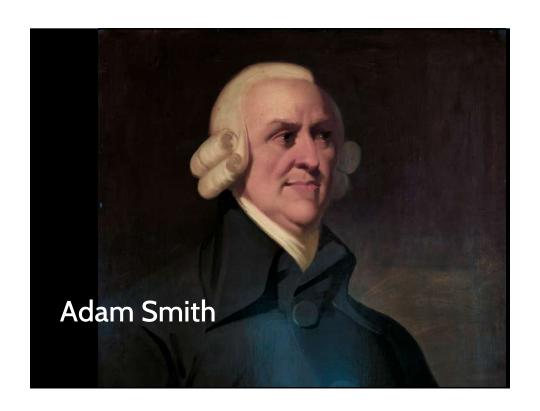
Why is intellectual property law necessary?

Why is If it is even necessary ... If it is even necessary ...

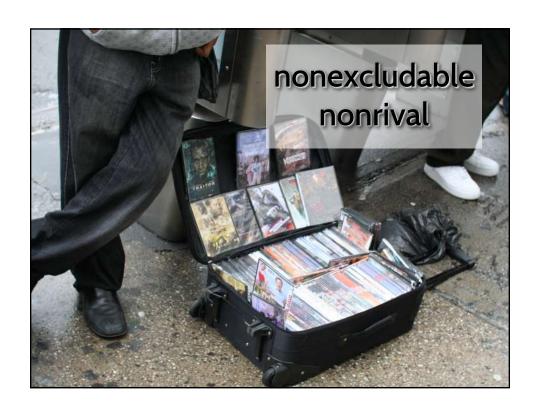
Why is intellectual property law necessary?

raison d'être

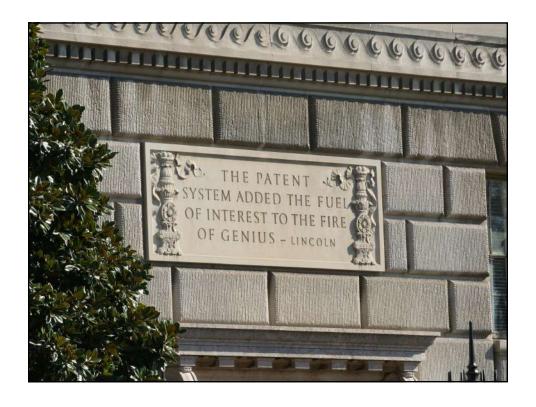
In the U.S., the main justification is an economic story.

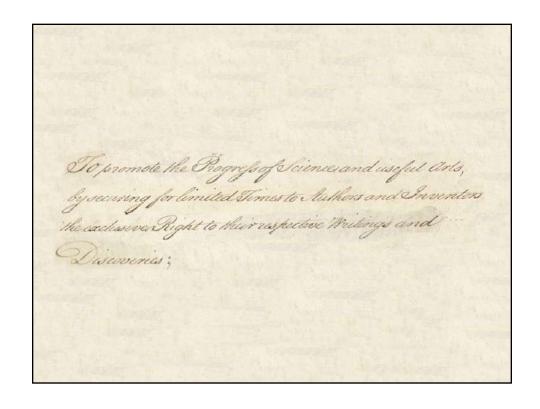








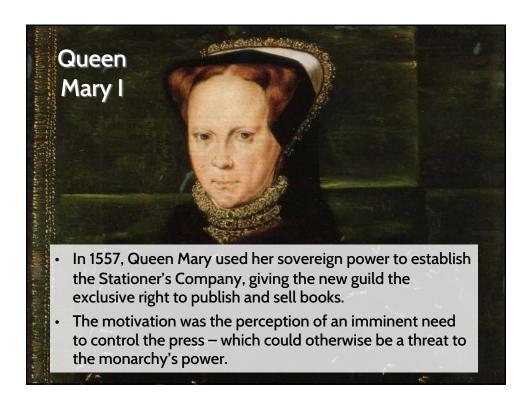




How did intellectual property law come to be?









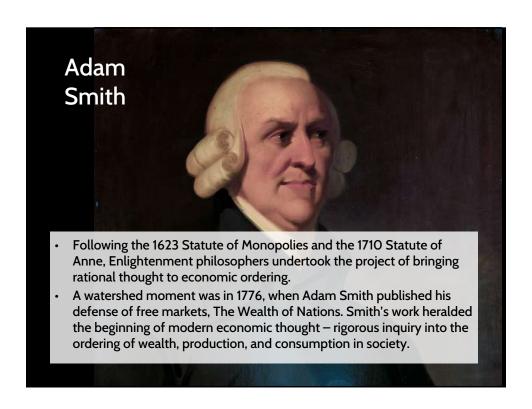












To promote the Progress of Science and useful Arts,
by securing for limited Times to Stathons and Inventors
the cacles we Right to their respective Writings and
Discoveries;

 In the summer of 1787, the Constitutional Convention in Philadelphia penned Article I, section 8, clause 8, providing Congress the power "To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries" – the basis for the copyright and patent laws.



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