



SNS COLLEGE OF TECHNOLOGY, COIMBATORE –35  
(An Autonomous Institution)  
DEPARTMENT OF CSE



19GET201 PROFESSIONAL ETHICS AND HUMAN VALUES

UNIT-III ENGINEERING AS SOCIAL EXPERIMENTATION

**Intellectual Property Rights (IPR)**

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**Intellectual Property Rights**

- Intellectual property right is a type of property right which allows the creators or owners of patents trademarks or copyrighted works to benefit from their own work or investment.
- These rights enable the right person to benefit from the protection of moral and material interests resulting from the authorship of scientific, literary or artistic productions.
- These rights are outlines in the article 27 of the Universal declaration of Human rights.

**Protection of IPR**

Like the other rights, the intellectual rights also should be protected and supported. The IPR (Intellectual property Rights) need to be protected in order to serve the following reasons

- The creations and inventions are the paths which lead to the progress of human development, either in technology or culture.
- These inventions should be protected legally in order to develop the commitment and interest for more creations.
- These intellectual properties must be protected and promoted which indirectly promote the economic growth that creates new jobs and industries, and enhances the quality and enjoyment of life.

The Intellectual property rights are protected by certain measures like patents, trademarks, industrial designs, copyrights, etc.

**Patents**

- A Patent is an exclusive right granted for an invention.
- It provides the patent owners with protection generally for a period of 20years.
- With the patent rights one can access any material reward for their marketable innovations.
- Once the patent protection is granted, that invention cannot be commercially made, used, distributed or sold without the patent owner's consent.
- Courts provide the legal safety for these patent rights.



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- Conversely, if a third party challenges the invention and is successful, the court can declare the patent invalid.
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**Trademarks**

- We often come across certain distinctive marks or signs that identifies certain goods or services produced or provided by an individual or a company.
- These trademarks ensure the belongingness of products to the authorized owners.
- The owners can authorize other persons in return for some payment.
- The protection offered through the trademarks is limited for a period, but can be renewed indefinitely upon payment of the corresponding fee.
- These trademarks can be one or a combination of words, letters and numerals.
- They may even consist of drawings or signs such as shapes, colors, holograms, sizes or some non-visible signs such as smell, taste and sound also. T
- he collective trademarks are owned by an association whose members use them to indicate products with a certain level of quality and who agree to adhere to specific requirements set by the association.

**Industrial Designs**

- The ownership of an industrial design protects it from any duplication. Industrial designs are what make an article attractive and appealing and add commercial value to the product. This further increases marketability.
- Duplication will definitely mislead consumers and might also lead to the defamation of the original product.

**Geographical Locations**

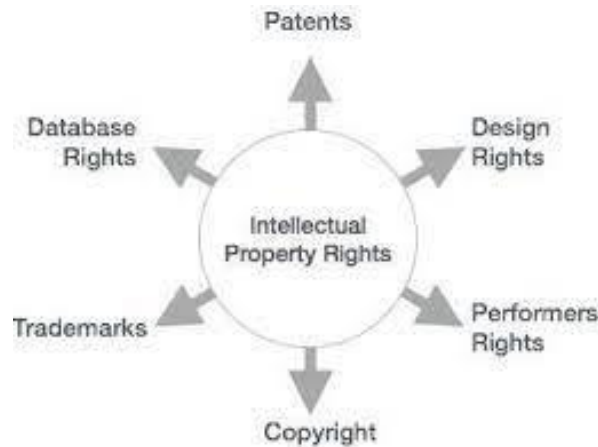


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#### Intellectual Property Rights (IPR)

- The geographical location indications are helpful for the customers to identify the original and quality products, which are produced using the raw materials of that geographical area.
- This indication guarantees the customers that a product was produced in certain place and has certain characteristics that are due to the place of production.
- It may be used by all the producers who make products that share certain qualities in the place designated by a geographical location.
- Some examples include “Brazil” for coffee beans, “Bordeaux” of France for wine, and “Habana” of Cuba for tobacco.



#### WIPO

- The intellectual property rights are protected by an International organization called as the **World Intellectual Property Organization (WIPO)** which was established in 1970.
- This organization was established to ensure the protection of rights of creators and owners of Intellectual property across the world.
- The inventors and authors are therefore recognized and rewarded for their ingenuity.