

## Intellectual Property

YOUR PROTECTION FOR ALL THINGS CREATIVE.

### What is it?

Your Brand's Intellectual Property (IP) refers to any creative work, whether an invention, writing, drawing, design, photography, etc., that an individual has the legal rights to, and can apply for a patent, copyright, or trademark.

works  
of the  
mind



### What's needed to protect my company's Brand?



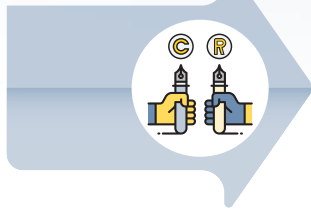
#### Copyrights

Provides owners exclusive rights to materials at the creation of work in a tangible form. Registering is not required, but is needed to bring forth a lawsuit.



#### Trademarks

Provides owners exclusive rights of brand names, logos, and phrases used in commerce. Registration is required to protect from infringement of others.



### What is the difference between Copyrights & Trademarks?

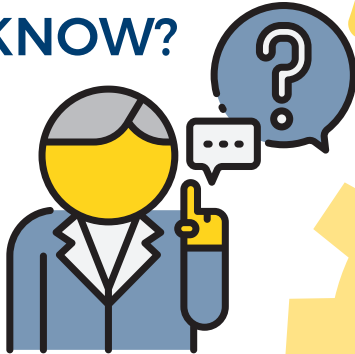
#### Copyrights

For individuals, the copyright lasts the life of the creator +70 years. For corporations, the copyright lasts 120 years. Used for literary work, visual arts, performing arts, recordings, motion pictures, av work, and single serial issues.

#### Trademarks

After approval, it is valid for 10 years, with additional filings between 5<sup>th</sup> & 6<sup>th</sup> year and 9<sup>th</sup> & 10<sup>th</sup> year. A trademark is your brand, so any word, name, symbol, or device, or any combination used in commerce to distinguish you from the competition.

### DID YOU KNOW?



#### Copyrights

The creator of the work owns the copyright. If you buy a design, photography, websites, etc., you'll need to buy the copyright too.



#### Trademarks

You may utilize the TM symbol to show your intent while your application is pending. After approval, you may use ®.



### How do I apply?



#### Copyrights

Registration online or in person.  
Nonrefundable filing fee  
You can upload 10 works per application.  
750 works if photography.

copyright.gov

#### Trademarks

Honestly... leave this one to the legal pros. Research is needed before registration, and an experienced lawyer can help expedite the process.

uspto.gov



Enjoy this infographic? Would you like to have one created that speaks to your business or industry? Contact us today, and see how we can make your brand stand out from the competition.