BEFORE WE GET STARTED...

- It’s all in the Copyright Guide & ENTR 4433 Guide
- Any questions?
  - You can always contact me at kunrau@mhc.ab.ca
OVERVIEW

1. What is Intellectual Property?
2. Trademarks
3. Patents
4. Copyright
5. Finding Open Content
Canadian Intellectual Property Office

- Trademarks
- Patents
- Copyright
- Industrial Design
- Integrated Circuit Topographies

http://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/Home
WHAT IS A TRADEMARK?

- A trademark is a combination of letters, words, sounds or designs that distinguishes one company’s goods/services from others in the marketplace.
- Protected in Canada for 15 years.
- Ordinary marks vs. certification marks vs. distinguishing guise.

LUXTREME™
INDUSTRIAL DESIGN VS. DISTINGUISHING GUISE

- CIPO uses the following definitions:

- **Industrial Design** - "visual features of shape, configuration, pattern or ornament (or any combination of these) applied to a manufactured article."

- **Distinguishing Guise** - "the shaping of goods or their containers, or a mode of wrapping or packaging goods which results in a distinctive appearance and thus distinguishes them from others in the marketplace."
How to Apply for a Trademark?

- Choose a registerable trademark.
- Search for similar trade names and trademarks.
- Pay the fees:
  - Fees: Filing = $250, Registration = $200, Renewal = $350, Registered Trademark Agent = $$$
- Wait for approval:
  - Databases will be reviewed, others will get a chance to oppose.
- Police your own trademark.
WHAT IS A PATENT?
HOW TO APPLY FOR A PATENT?

- Confirm your invention is patentable
- Search for other existing patents
- File an application
- Create a protection strategy
- Fees $8000-$15000
- Protection for 20 years from filing date in Canada
Copyright is the exclusive legal right to produce, reproduce, publish or perform an original literary, artistic, dramatic or musical work. (CIPO)
HOW TO APPLY FOR COPYRIGHT?

- Copyright is automatic
- Protected for 50 years + life
- You can register by sending an application and paying the fee
- Fee $50
WHAT IS OPEN?

- Publicly available on the Internet in a non-proprietary, unlocked format.
- May be copied and distributed free of charge for non-commercial purposes.
- Can use in their entirety.
- Can be modified.
- Can be incorporated into new works.
- Give credit!
WHO USES OPEN?
RESOURCES


- MaRs – Articles and guides about IP for Canadian startups, Funding portal search tool, other entrepreneurial resources. [https://www.marsdd.com/](https://www.marsdd.com/)

- APEX – You’ll find coaching services, Entrepreneurship Incubator, and IP info sessions. [https://www.apexalberta.ca/](https://www.apexalberta.ca/)
FURTHER READING

DON’T FORGET I’M HERE TO HELP...
EMAIL ME AT KUNRAU@MHC.AB.CA

THANK YOU!