

# *A Peek Into the World of Intellectual Property*



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For those readers who have never felt the excitement of working in an intellectual property department, here is a concise description of what it covers and some of the details of the different types of intellectual property.

Generally speaking, there are four types of intellectual property:

**Trademarks** are words, names, symbols, or devices used by a manufacturer or merchant to identify and distinguish his goods or services.

**Copyrights** are original works of authorship fixed in a tangible medium of expression such as novels, poems, films, musical works, paintings, and photographs.

**Patents** are inventions that are new, useful, and nonobvious.

**Trade Secrets** include confidential information that is valuable to a business because it provides the business with a competitive advantage.

## **TRADEMARKS**

There are different types of trademarks. Trade names identify a business (e.g., General Motors, Microsoft® Corp.). Service marks identify a service of

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<sup>1</sup> Adapted with permission from a presentation by Kenneth M. Massaroni, Esq.