

# THE BENEFITS OF INTELLECTUAL PROPERTY PROTECTION

Intellectual property refers to creations of the mind, such as inventions, literary and artistic works, symbols, names, images, and designs, which are legally protected from unauthorized use or infringement.

The purpose of protecting intellectual property is to encourage innovation and creativity by granting owners exclusive rights to their creations, allowing them to control and benefit from their use.

The protection of intellectual property rights can also encourage investment in research and development, and encourage technological advancement.

**There are several ways to protect intellectual property, including through:**

## **01 Trademark**

to protect brand names, logos, and slogans.

## **02 Copyrights**

for original works of authorship, such as music, literature, and software.

## **03 Patents**

applies to new and useful inventions and discoveries.

## **04 Trade secrets**

would be useful for confidential information and business practices, such as recipes, formulas, and processes.

## **05 Industrial design rights**

to protect the visual design of a product, such as the shape and appearance of a product.

## **06 Geographical indications**

refers to the protection of a product based on its specific geographical origin.

Legal advice is recommended when considering which mechanism is appropriate for you, and when applying for IP protection from the relevant authorities.