Name: _____ Period: _____ Score: _____/17 Points

Intellectual Property

Intellectual property (IP) refers to creations of the mind — things like inventions, artistic works, symbols, designs, and brand names. Businesses and individuals rely on IP laws to protect their ideas and prevent others from copying or misusing them. There are several main types of IP protection, each designed for a specific purpose. In today's assignment, you will explore each type of intellectual property, how it's created, and how it's protected.

Part 1: Research the Six Types of Intellectual Property

Use credible sources (such as the U.S. Patent and Trademark Office, U.S. Copyright Office, etc.) to complete the chart below.

Type of IP	What It Protects	How It's Created
Trademark		
Tradename		
Trade Dress		
Copyright		
Patent		
Trade Secret		

Part 2: Application Questions

Why is intellectual property protection important for businesses and creators?

_____

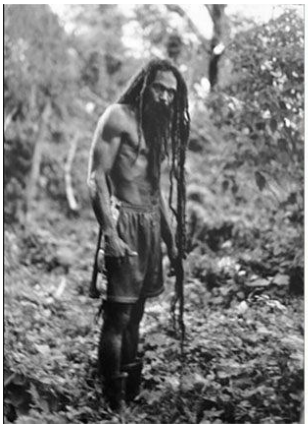
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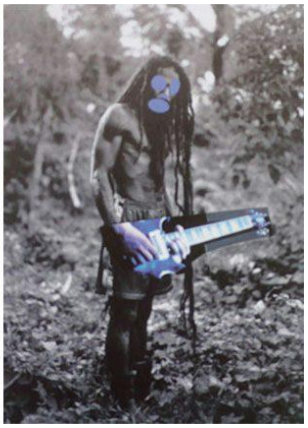
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Think of a product or brand you use every day (e.g., Apple, Nike, Coca-Cola). Identify two types of IP that protect it.

_____

_____





Case: Richard Prince is a well known appropriation artist — one who transforms the work of others to create new meaning in his own work. For an exhibition in the Gagosian Gallery, Prince appropriated 41 images from a photography book by French photographer Patrick Cariou, claiming fair use that he created new meaning out of the photographs. Cariou argued that it wasn't fair use, but copyright infringement.

Why might Patrick Cariou believe Richard Prince violated his copyright?

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Why might Richard Prince believe his artwork was considered fair use?

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