

GNG2101 Deliverable F.3

Intellectual Property Report

Introduction to Product Development and Management

GNG 2101

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Group Z13

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Abstract

This report explores intellectual property databases, such as patents, industrial designs, trademarks, and copyrights, to identify two relevant intellectual properties related to the product or business. It emphasizes the significance of these intellectual properties and discusses the legal constraints they impose on the development of the product or business.

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Introduction

This report focuses on the critical aspect of intellectual property (IP) and its impact on product development and business operations. By delving into various intellectual property databases, including patents, industrial designs, trademarks, and copyrights, the report identifies two significant IP assets relevant to our product or business under consideration. It highlights the importance of these intellectual properties and sheds light on the legal constraints they impose, ultimately shaping the strategic direction and growth opportunities for the product or business.

Most Suitable Intellectual Properties for a Secure Cup Holder

According to <http://cipo.gc.ca>, our product would be suitable for an industrial design. Industrial designs protect the visual features of a product, and how it looks. Industrial designs don't protect what a product is made out of, how it is made, or how it is used. Because our product will have an exterior design unique to it, registering this design as an industrial design will distinguish this specific product from other products with the same function or any other products in general.

Another suitable intellectual property that would relate well to our project is copyright. This intellectual property was also found on <http://cipo.gc.ca>. This is a suitable intellectual property because copyright protects the rights of the creators and original designers of a project or component. It ensures that we, as creators, are able to retain, defend and protect our rights. It allows others to use, adapt or share the original work for non-commercial purposes with credit to the original author. We have created our own design and have made our own physical components, so we would be able to protect our rights towards this project and for our designs,

but will be able to allow others to use our work with them giving us credit. This is a useful product that could benefit from updates or improvements, and this would allow for that to happen, without someone else taking credit for our original work.

Analysis of Intellectual Properties

Table 1. Advantages and Constraints of Different Intellectual Properties

	Advantages	Legal Constraints
Industrial Design	<ul style="list-style-type: none"> - Helps distinguish our product by its exterior design - Protects the exterior design of our product for 15 years - You can file a lawsuit against those who try to copy your design - Cost of registering an industrial design is relatively cheap 	<ul style="list-style-type: none"> - After 15 years, your industrial design is no longer protected - Once the industrial design is registered, you must disclose information on the protected visual features so that they can be recognized and hence easily protected
Copyright	<ul style="list-style-type: none"> - Protecting the exclusive rights of creators of the original works. - It ensures that creators are able to protect and defend their rights to their original works. - Encourages creativity and innovation. 	<ul style="list-style-type: none"> - The duration of copyright protection is not perpetual. After the copyright protection period expires, the works may be freely used and distributed.

After taking note of the advantages and legal constraints we will get by both a copyright and an industrial design on our product, we have realized that the higher the advantages there are, the higher the responsibilities there are to maintain both the copyright and the industrial design. They are both important because they help us (as owners) to gain recognition for our product, but we mustn't abuse the power. For an industrial design, we must disclose adequate

information to the public. For copyright, this protection effectively protects the intellectual property of our product and encourages the production of new and original works at the same time.

Furthermore, we must take note of other types of legal constraints. We must make sure that our product overall doesn't resemble other products because if someone has a patent on a product that looks similar to ours, they can file a lawsuit against us for selling, making, and using our product.

Conclusion

Identifying what intellectual property rights our product would be suitable for is crucial to protect the rights of our product in terms of making, selling, and using by customers. Furthermore, these rights give us recognition as owners and will give us the right to take legal action against anyone who misuses our product. However, we must remember that earning intellectual property rights gives us responsibilities, such as ensuring that our product designs are authentic and disclosing sufficient information regarding our product to the public. We have determined trademark and industrial design to be the most suitable intellectual properties we can register for our product, and hence, we must obey the terms and conditions of both.

References

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