



IRISH PATENTS OFFICE
OIFIG NA bPAITINNÍ

Intellectual Property

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Information Centre
Patents Office

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Main Intellectual Property Rights

Trade Mark

name, logo....

Copyright

Text, graphics.....

Patent

function

Trade Secrets & Confidentiality



Design Right

Appearance, shape &
configuration



Valuable assets

- A company's intangible assets
- Often more valuable than a company's physical assets

Coca-Cola brand valued at \$79.96 billion



Trade Marks

JUST DO IT

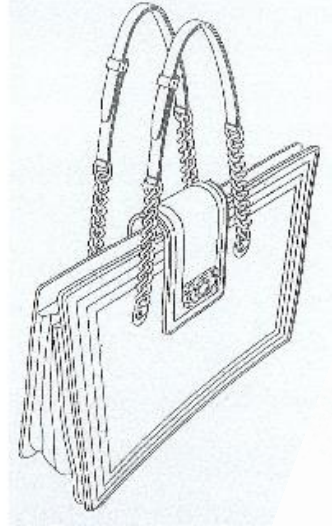


Registered Trade mark: 

Trade Mark: **TM**



Registered Designs





PATENTS

“A Government grant of the exclusive right to make, use, or sell an invention, usually for a limited period”

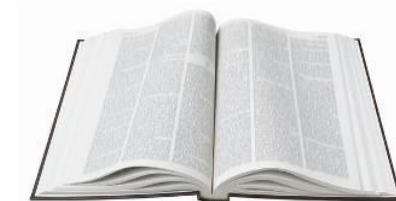
Encyclopaedia Britannica





What is Copyright

Copyright is a property right, given to authors/creators of literary or artistic work such as music, songs, films, books, computer programmes, etc.





Searching of IP Databases

- Search the Trade Mark/Patent/Design Databases at www.patentsoffice.ie
- Consider your market
- IP rights are territorial
- “Google” not sufficient as a search tool

Espacenet

TMview

Registered Community Design Right

- Simplot



- McCain



On 12 September 2017, the District Court in The Hague ordered chipped potato manufacturer McCain to remove its Rustic Twist fries from all retail outlets because they infringed the design rights of rival producer Simplot.



Why Register your TM

- Official **legal** record
- Proof of **ownership**
- Forms a **citation** by the Irish Patents Office
- Rights entered on **register** (*third parties on notice*)
- **Exclusivity**
- Access to **Infringement Proceedings**
- **Licensing**



Why patent inventions?

- Do not need a patent in order to exploit an invention;
- **But without** a patent an inventor would not be able to prevent others from copying the invention.



Ownership

- Employee V Contract
- Owner of IP rights in a business eg Partnership



Services Available from Patents Office

- General Information on IP
- Speakers available
- Searching of IP Databases
- Registers of Trade Marks, Patents & Designs
- Certification of Inventions - KDB
- Clinics
- Official Journal
- Links to other National & International IP Offices – www.innovaccess.eu



Change of Name

Intellectual Property Office of Ireland



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