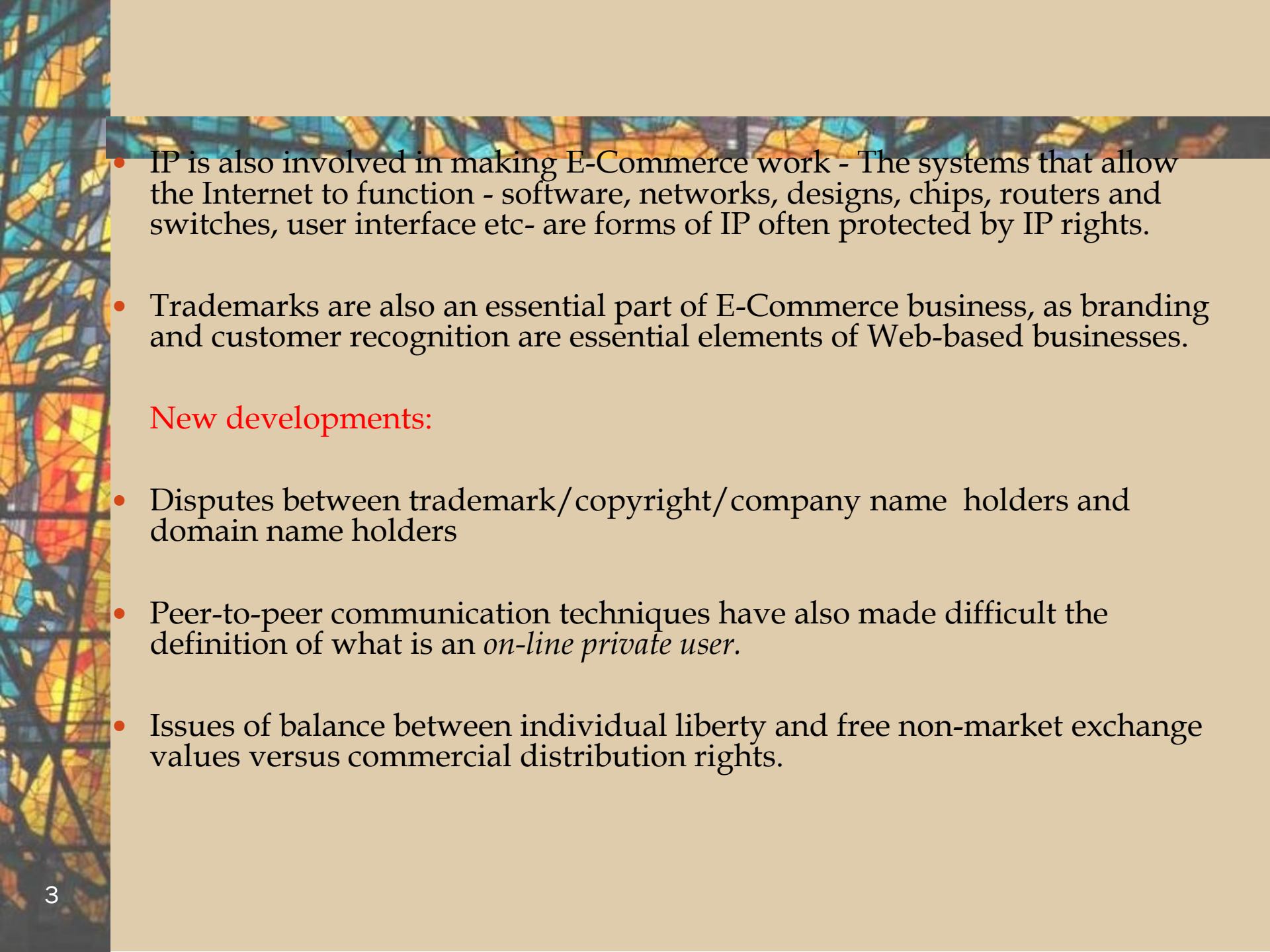


# IPR ISSUES IN FC

- **Definition:** IPR is all the tangible and intangible products of the human mind.
- But once the intellectual work become digital, it becomes difficult to control access, use, distribution, and copying.
- **Types of IPR protection:**
  - 1. Copyright: Ownership of creators of IP (for writings, art, music, performance, photographs, motion pictures, software) for 28 years.
  - 2. Patent: Exclusive right of the holder of IP on an invention in production process, content, formula, etc for 17 years.
  - 3. Trademark/trade secrets: Exclusive rights for business plans and strategies, marks used for identifying or distinguishing goods.

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- A decorative stained glass pattern with various colored panes (blue, yellow, red, green) separated by dark lines, running vertically along the left side of the slide.
- IP is also involved in making E-Commerce work - The systems that allow the Internet to function - software, networks, designs, chips, routers and switches, user interface etc- are forms of IP often protected by IP rights.
  - Trademarks are also an essential part of E-Commerce business, as branding and customer recognition are essential elements of Web-based businesses.

### New developments:

- Disputes between trademark/copyright/company name holders and domain name holders
- Peer-to-peer communication techniques have also made difficult the definition of what is an *on-line private user*.
- Issues of balance between individual liberty and free non-market exchange values versus commercial distribution rights.

## Types of businesses that have an interest in IP regulation

1. WWW browsers.
2. ISPs; Libraries (may be liable for infringement made by users).
3. Content providers (publishing, media, universities; individuals).
4. Content creators (authors, entertainment companies).
5. E-com businesses: e-com firms & those who use e-commerce in addition to conventional commercial means.

# What kind of contents can be protected on-line?

1. E-commerce systems, search engines -patents-
2. Software, HTML code - patents, copyrights -
3. Web design-content - © -
4. Databases - © / SG laws-
5. Logos, DN, product / company names - <sup>TM</sup>
6. Graphics, screen displays, webpages - industrial design laws-
7. Hidden aspects of a website: source code, progams, algorithms, contents etc. - trade secrets -

## Types of trade mark abuses:

Abused activity	Description
1. Cyber squatting	Registering domain names similar to trademarks of others to extort profits from legitimate holders.
2. Cyber piracy	Registering domain names similar to trademarks of others to divert web traffic to their own sites.
3. Meta tagging	Using trademark words in a site's meta tags.
4. Key wording	Placing trademarked keywords on web pages, either visible or invisible.
5. Deep linking	Linking to content pages on other sites, bypassing the home page.
6. Framing	Placing the content of other sites in a frame on the infringer's site.