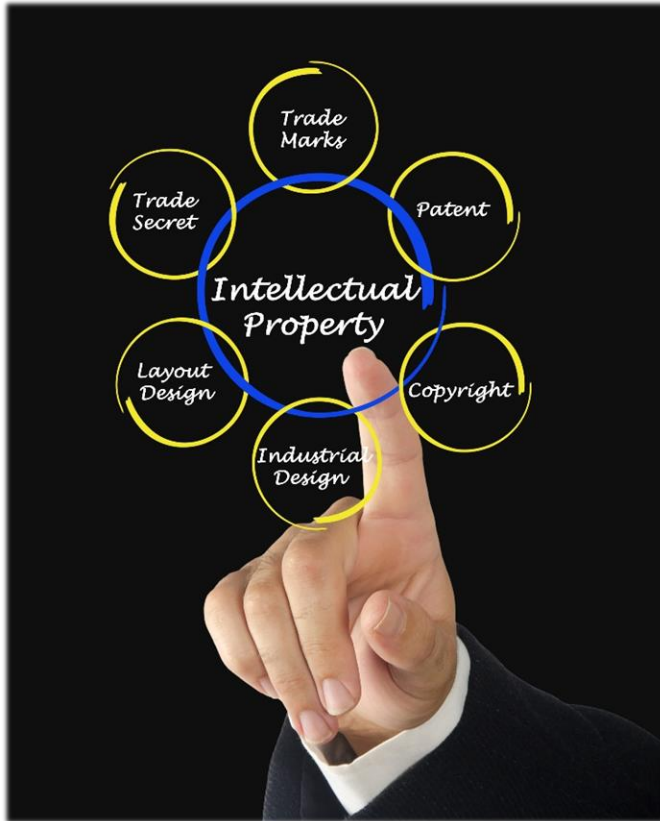


# Intellectual Property



## This week...

Chris explains to Jack that they must protect their new company's intellectual property. Jack wants to know more about intellectual property.

## Lesson Objectives...

- Discussing intellectual property
- Sharing concerns

## Business English Conversation

## Advanced Class

# Warm Up – Topic Question



Why is intellectual property important?

# Picture Description

What document is that lady looking at?



B



What are they having a meeting about?

A



<b>Chris</b>	<b>I want to make sure we</b> protect our intellectual property when it comes to our new business.
<b>Jack</b>	What exactly do you mean by 'intellectual property'?
<b>Chris</b>	<b>It refers to</b> everything unique that we create as a business. You know, like our products, patents and even our logos and branding.
<b>Jack</b>	Is the idea to protect ourselves against people using our ideas without our permission?
<b>Chris</b>	That's right. If a company can't protect its IP then other companies can profit from its value without paying for it.
<b>Jack</b>	<b>Now that I think about it</b> , my brother-in-law is an intellectual property lawyer. Maybe he can help us!
<b>Chris</b>	Great! <b>Give him a call and see</b> what he recommends we do.
<b>Jack</b>	Will do. I'm sure he can give us some invaluable advice.

**Give him a call and see**  
if he can meet with us  
next week.

1. I want to make sure we .....
2. It refers to .....
3. Now that I think about it .....
4. Give him a call and see .....



## Role Play – Intellectual Property

**Student A** and **Student B** discuss what intellectual properties their company owns and share their concerns about protecting them.



**Student A:** Tell **Student B** that you are concerned about protecting your intellectual property.

**Student B:** Ask **Student A** what his/her concerns are.

### Key Phrases

- I'm worried about protecting our intellectual property.
- I'm concerned that ....
- We should consult with our lawyer about that.
- What are you concerned about?
- We need strict policies about who can access our ....
- We may need to take legal action if that happens.
- *Other*

### Intellectual Property

- patents
- trademarks
- copyrights
- trade secrets
- *other*

### Concerns

- unlicensed use of software
- data theft
- design theft
- use of trademarks
- corporate espionage
- *other*

## Agree or Disagree



1. Suing people is a useful way of recovering losses.
2. Intellectual property theft/piracy is a major issue.
3. Intellectual property law is difficult to understand.

- Does your company have any patents?
- What is the most successful Japanese invention you can think of?



- assets - *These are our most valuable **assets**.*
- corporate - *The **corporate** world can be very competitive.*
- lawyer - *A good **lawyer** is generally an expensive one.*
- patent - *The **patent** has just been approved.*
- permission - *They have given us **permission** to use it.*
- property - *It is the **property** of the holding company.*
- trademark - *We have three registered **trademarks**.*
- unique - *The software we have designed is **unique**.*