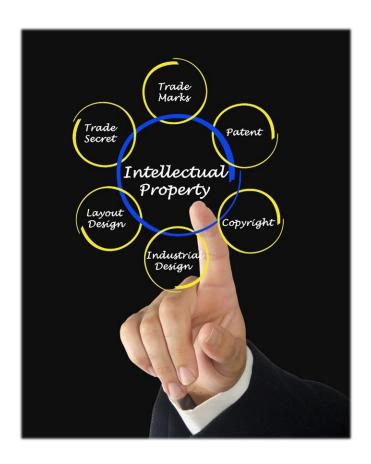
Intellectual Property





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

Basic Class

Warm Up - Topic Question





Why is intellectual property important?

Picture Description



What document is that lady looking at?





What are they having a meeting about?

- *Create a short story using the following format
 - 1. Who
 - 2. Where
 - 3. When
 - 4. What's happening?

Words



*Create simple sentences using the vocabulary

- 1. unique
- 2. permission
- 3. assets
- 4. lawyer

We need to protect our assets.



Phrases



- 1. We need to protect our valuable assets.
- 2. What exactly do you mean by copyright?
- 3. Give him a call and see what he thinks.
- 4. I'll do that in the afternoon.





- Words
- Phrases

| Chris | We need to protect our intellectual property for our new business. |
|-------|--|
| Jack | What exactly do you mean by 'intellectual property'? |
| Chris | It's everything unique that we create as a business such as our products, patents, logos and branding. |
| Jack | Is the idea to protect ourselves against people using our ideas without our permission? |
| Chris | That's right. If a company can't protect its IP then other companies can make use of its assets and ideas without paying for it. |
| Jack | My brother-in-law is an intellectual property lawyer. Maybe he can help us! |
| Chris | Great! Give him a call and see what he recommends we do. |
| Jack | I'll do that this afternoon. |

Basic Class

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Sentence Building



- 1. We need to protect
- 2. What exactly do you mean by?
- 3. Give him a call and see
- 4. I'll do that

Responses - Prepositions

*please select the most appropriate **ZEnglish** response for each item below:



A: Could you get our lawyer the phone?

B: I'll give him a call now.

on / in / with



A: Where are we that patent?

B: We haven't actually filed it yet.

for / with / up

A: What's worrying you?

B: I'm concerned the legality of the idea.

about / on / to



A: Can they use our ideas at all?

B: They need to ask us permission use them.

to / of / about



A: The legal department will draw a draft for us.

B: That's great news.

for / in / up



A: What's our top priority?

B: Protecting our IP has got be top priority.

up / to / for

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: I'm concerned about our intellectual property.

Student B: What are you concerned about?

* Continue the conversation using the Key Phrases and Proposals from below.

Key Phrases

- I'm concerned that
- We should consult with our lawyer about that.
- 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
- other





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

Word Index



assets - We need to protect our assets.

lawyer - Let's consult with our lawyer.

patent - The patent has just been approved.

permission - They have given us permission to use it.

property - It is the property of our competitor.

trademark - We have three registered trademarks.

unique - The software we have designed is unique.