



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?



A



B



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?

*Create simple sentences using the vocabulary

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

We need to protect our **assets**.



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.

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 response for each item below:

1. A: Could you get our lawyer the phone?
B: I'll give him a call now.

on / in / with

2. A: Where are we that patent?
B: We haven't actually filed it yet.

for / with / up

3. A: What's worrying you?
B: I'm concerned the legality of the idea.

about / on / to

4. A: Can they use our ideas at all?
B: They need to ask us permission use them.

to / of / about

5. A: The legal department will draw a draft for us.
B: That's great news.

for / in / up

6. 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*

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

- 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**.*