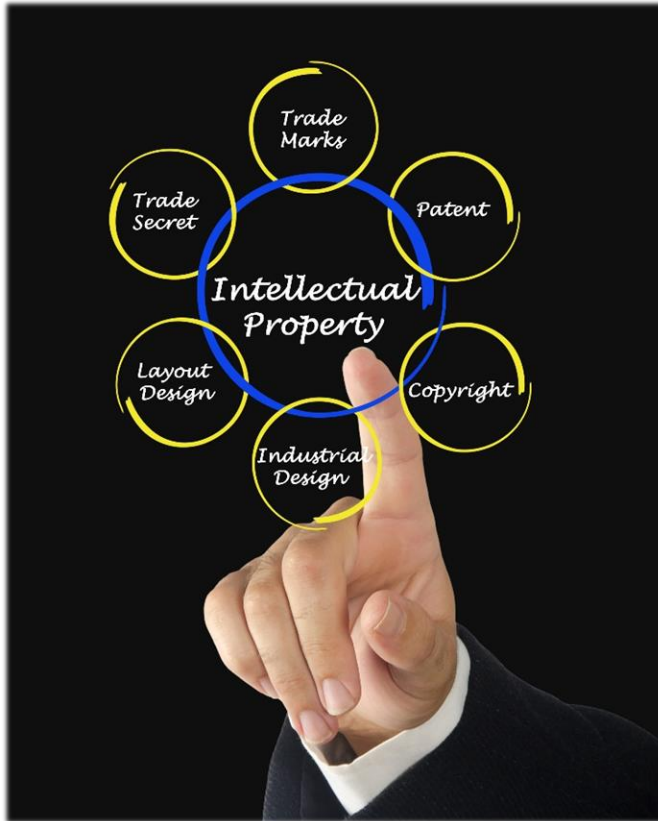


Intellectual Property



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

Super Class

Warm Up – Topic Question



Why is intellectual property important?

Picture Description

What document is that lady looking at?



B



A



Chris	I want to make sure we protect our intellectual property when it comes to our new business.
Jack	What exactly do you mean by 'intellectual property'?
Chris	Well, it's everything unique that we create as a business. You know, like our products, patents and even our logos and branding.
Jack	So the idea is to protect ourselves against people using our ideas without our permission. Have I understood that correctly?
Chris	You've got it. If a company can't protect its IP then other companies can profit from its assets and ideas without paying for it.
Jack	Now that I think about it, my brother-in-law is an intellectual property lawyer, maybe he can help us!
Chris	That's a godsend! Get in contact with him and see what he recommends we do.
Jack	Will do. I'm sure he will be able to steer us in the right direction.

Role Play – Intellectual Property



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

Key Phrases

- I'm worried about protecting our intellectual property.
- 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
- corporate espionage
- *other*



Talk about one of the following topics for one minute:

1. The importance of patents.
2. Intellectual property theft/piracy.
3. Trade secrets.

*Other students in the class, ask one question each to the presenter after the speech

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

Most of the material is **public domain** but not all, so please check carefully.



public domain – the state of belonging or being available to the public as a whole, especially through not being subject to copyright or other legal restrictions

- The copyrighted material is so old that it is now in the **public domain**.

possession is nine-tenths of the law – ownership is easier to maintain if one has possession of something, or difficult to enforce if one does not

- During the legal dispute our lawyers asserted that **possession is nine-tenths of the law**.

trademark (as a verb) – provide with a trademark

- We need to **trademark** it as soon as possible.