



SMALL BUSINESS
KNOWLEDGE AND
TRAINING PORTAL

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AMERICA'S
SBDC
TENNESSEE

INTELLECTUAL PROPERTY RIGHTS

LESSON TOPICS

1. Copyright

Copyright protects creative works, such as branding, logos, art, and songs.

2. Trademark

Trademarks protect the visceral elements of a brand. Examples of this include:

- The fonts around Coca-Cola.
- The swoosh in the Nike logo.
- Sometimes, even ringtones.

Essentially, it's an aspect that a consumer sees, hears, or experiences

3. Patent

A patent applies to functional things, such as widgets, engineering tools, and the designs of a sold product. There are two types of patents, design patents, and utility patents. Design patents cover how an item looks, while utility patents protect the mechanics of an item.

4. Trade Secrets

Trade Secret is often the most misunderstood aspect of intellectual property. Trade secrets can be something, such as a recipe, customer data, or another monetizable aspect of your business that is not necessarily protected by copyright or law but still protected nonetheless.