11.5 Intellectual property and data

Name: _____ Class: _____ Date: _____ **Total: 14 marks**

KEY WORDS trade mark • trade secret

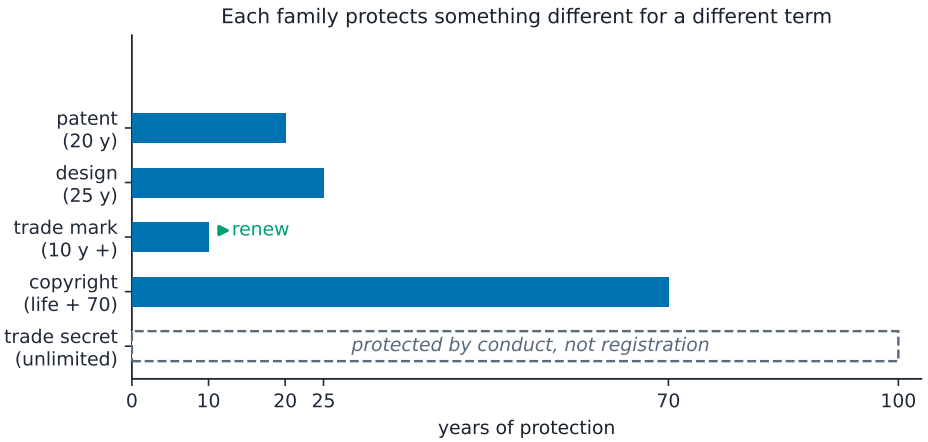
Objective

Map assets to the IP families, price protection, and place the data duties beside them.

1 Key knowledge and worked examples

■ Families and terms

Patent 20 years (with disclosure), registered design 25, trade mark 10 renewable for ever, copyright life + 70 automatic, trade secret indefinite while protected by conduct.



Each family protects something different for a different term

■ Worked example. The Bloomer

Name and logo: register the mark. Artwork: copyright, keep dated originals. Recipe: NDA and exit checks, not a patent. The allergy field: special-category data. ✓

2 Practice

2.1 The terms: patent; trade mark before renewal; copyright beyond the author's life; registered design. [3]

2.2 A rival launches an identical name on identical goods and your mark is registered. The claim, and the evidence burden. [4]

2.3 The recipe, again: patent or secret? State the trade each offers and the conduct the second demands. [4]

2.4 Licensing the sponsor: three terms that keep the mark yours. [3]