







This course examines intellectual property (IP) and, the legal and social means that have developed over time to encourage and control it.

The objective is to introduce the basics of intellectual property, to examine how it operates, and to enable students who have little or no hands-on experience to deal intelligently with the conflicting legal, social and political forces that will shape its future. No prior knowledge of IP law is required.

*In this lesson, we will learn...*

Concepts related to  
Intellectual Property and  
the categories that it  
encompasses.



## *In this lesson, we will learn...*

- What is intellectual property?
- Industrial property
- Copyright covers



## - What is intellectual property?

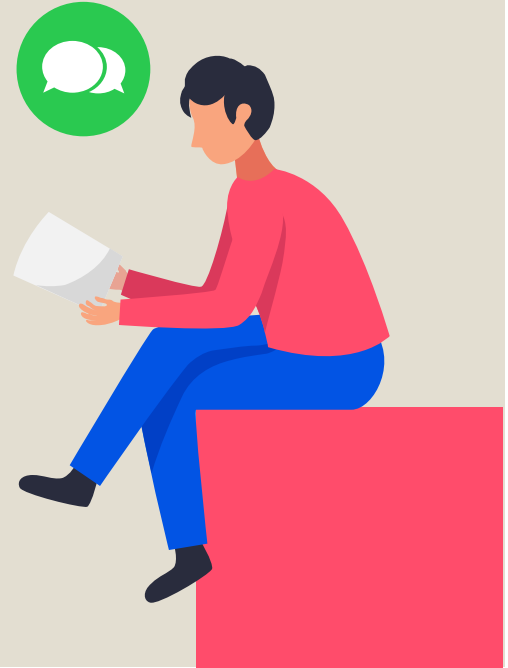
Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property is divided into two categories:



- Industrial property includes patents for inventions, trademarks, industrial designs and geographical indications.
- Copyright includes literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures) and architectural design.



**But, why is  
intellectual  
property so  
important?**







Because it protects the efforts of people who invest their resources in materializing their ideas.



To conclude...

It is necessary to understand the concept of intellectual property, and its classification, in order to gain insights regarding multimedia in the O-City platform.

If we show, we sensitize ...  
If we sensitize, we protect!



## CREDITS

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