



Research Methods in Science in Engineering

## Intellectual Property & Commercialization

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## Lecture Outline

- Intellectual Property
- Patents
- Commercialization

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# Intellectual Property

## What is Intellectual Property?

Intellectual property (IP) is creations of the mind that you wish to own or protect.

This includes inventions, literary work, artistic work, designs, symbols, names and images.

## What is IP Important?

If people and organizations are not given due credit and reward for their creations, there will be significantly less productivity in society.

To maximize the incentive to be productive, governments provide ways to protect your ideas so that you get credit and reward.

## Types of IP

- Patents
- Trademarks
- Copyrights
- Trade Secret
- Public Knowledge

## Patents

Perhaps the earliest type IP recognized in modern legal systems.

A patent gives exclusive rights to the owner (not the inventor) of an invention.

An invention is a product or process that offers a new technical solution to a problem or new way of doing something.

## Trademarks

A sign, symbol or slogan that identifies the goods or services of an organization.



## Copyrights

A copyright are rights given to the owner (not the creator) of literary, artistic, or scientific work.

Books, music, paintings, sculptures, movies, computer programs, databases, advertisements, maps, technical drawings, etc.

## Trade Secret

A trade secret is intellectual property that is protected by secrecy instead of legally.

Less expensive to maintain, but no legal protection of the information is discovered legally by another person or organization.

## Public Knowledge

Any invention that is public knowledge cannot be protected.

An organization may choose to release information publicly if they think their IP is too complicated and/or expensive to protect legally.

A public disclosure prevents anybody from protecting and owning that intellectual property. The exception is publicly disclosing a patent, copyright or trademark.

## Patents

## What is Patentable?

An item is patentable if it is useful, novel, and nonobvious.

## Types of Patents

- **Provisional Patent** – This is not a patent at all. It provides temporary protection while a full patent application is being developed.
- **Utility Patent** – A process, machine, manufacture, composition of matter, or any new and useful improvement.
- **Design Patent** – Protects the way something looks.
- **Plant Patent** – When a new variety of plant is discovered and asexually reproduced.



# Commercialization



## Ways to Commercialize a Technology

- Licensing/selling intellectual property
- Entrepreneurship



## UTEP's Office of Technology Commercialization

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