

Identify the Intellectual Property

Instructions: Choose one or more answers

Question 1: What type of Intellectual Property (IP) protection is associated with each item?

- A B C D 1. List of stopwords used by NetNanny
- A B C D 2. Images of book covers posted to website
- A B C D 3. One-click technology (used to store user information for future transactions)
- A B C D 4. PBS logo

- A. Patent
- B. Trademark
- C. Copyright
- D. Trade Secret

Question 2: Match the category of intellectual property with the type of work it protects

- A B C D 1. Written Expression
- A B C D 2. Brands and Logos
- A B C D 3. Applied Ideas
- A B C D 4. Secrets

- A. Trade Secrets
- B. Trademark
- C. Copyright
- D. Patents

Question 3: Match the type of Intellectual Property with the length of its term of protection.

- A B C D 1. Copyright
- A B C D 2. Patent
- A B C D 3. Trademark
- A B C D 4. Trade Secret

- A. Life of creator plus 70 years
- B. Until abandonment
- C. 20 years from date of application
- D. Until revealed

Question 4: Match the theory that underlies the protection of each type of intellectual property

- A B C D 1. promote progress of authors
- A B C D 2. promote progress of inventors
- A B C D 3. protect consumers
- A B C D 4. protect business from unfair competition

- A. Trademark
- B. Patent
- C. Trade secret
- D. Copyright