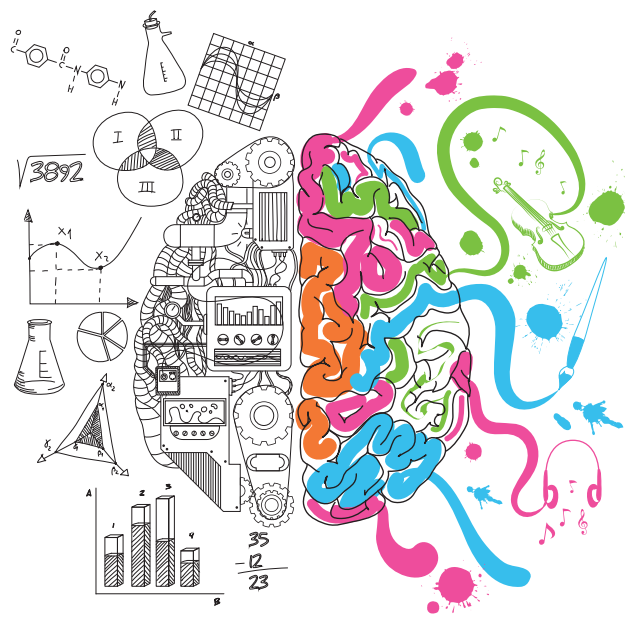


What is intellectual property?

Industrial and intellectual property protects inventions and creations of the mind.



What differences are there between industrial property and intellectual property?

1 **Industrial property** is essentially applied in the **business world** and consists of different types of rights:

TRADE MARKS

Protect names and/or symbols used to distinguish the products and services available on the market.



PATENTS AND UTILITY MODELS

Protect inventions (products or processes) that are new, solve a technical problem, and can be manufactured.



INDUSTRIAL DESIGNS

Protect the shape and external appearance of products.



TRADE SECRETS

Technical or commercial information that is kept secret to maintain its value.



2 **Copyright and related rights** are a distinct type of **intellectual property rights**. They apply to original literary and artistic creations such as music, books, video games, advertisements, films and computer programs (software).

TRADE MARKS

Protect the name of the company and of the product.



INDUSTRIAL DESIGNS

Protect the unique and innovative shape and appearance of the biscuit.



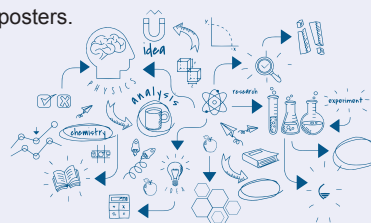
PATENTS AND UTILITY MODELS

Protect the manufacturing process, the cream recipe, the process of stamping the cookie with decorations, etc.



COPYRIGHT

Protects the design stamped on the cookie as well as commercials and promotional posters.



TRADE SECRETS

Protect the original recipe of the biscuit.

Advantages of protection



Grants you years of exclusivity over the invention or creation



Prevents others from taking advantage of your work and effort



Allows to identify the entrepreneurial source of the work or product, helping the creator to be recognised and the products to acquire fame and good reputation



Offers the consumer security and guarantees regarding the origin of the products

Why is intellectual property important?

Consequences of a lack of protection



Makes it easier for third parties to copy and plagiarise original creations



Prevents inventors and authors from benefiting from their creations



Makes the recognition of authors and inventors difficult, because their work is not acknowledged



Enables fraud in relation to the safety and quality of products



WATCH OUT!

In order to protect your inventions and creations through patents, trade marks and industrial designs, it is necessary to apply for their protection. In the case of copyright, original works are automatically protected, although it is advisable to register your creations to be able to prove their authorship and date of creation.



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