

Intellectual Property

What is it Anyway?

And Why do We Care?

Kendall C. Reed, JD., LL.M.
SWE LA Professional Development Conference
June 8, 2007

Legal Disclaimer

This presentation is intended for educational purposes only and not as legal advice. The description of legal concepts has been simplified for purposes of discussion. In the event of a real legal problem, please consult your friendly local intellectual property attorney.

“Intellectual Property” = ?

- Property = Ownership = Exclusion
- Intellectual – No physical existence

Four (+?) Kinds of IP

- Trade Secrets
- Copyrights
- Trademarks
- Patents
- (Domain Names ?)

Trade Secrets

- Commercial secrets
- Commercial value
- Efforts to maintain secrecy

Copyrights

- Original works of authorship
- Creation of work in a tangible medium of expression
- Federal registration is a prerequisite to filing suit

Trademarks

- Commercial identifiers
- Used in commerce
- Federal registration very useful

Patents

- Inventors of new (“novel”) process, machine, manufacture, or composition of matter, may obtain a patent therefore (35 USC section 101).
- Application process

Exploitation of IP

- Use it yourself
- License
- IP litigation

Kendall C. Reed, JD, LL.M.
Contact Information

Monroe & Zinder, P.C.

5933 W. Century Blvd., Suite 800

Los Angeles, CA 90045

310-670-1381(P)

310-670-2148(F)

kreed@monroezinder.com