

# INTELLECTUAL PROPERTY IN CANADA



## TRADEMARK

## PATENTS

## COPYWRITE

### PURPOSE

**Prevents** others from using the **sign** or combination of signs used (or proposed to be used) to create your **brand identity**.\*

\*company name, logo, or the way you identify/refer to your goods/services.

**Prevents** others from making, using or selling your **inventions**. Used for new, useful, and non-obvious inventions, or improvements to existing ones.

**Excludes** others from making, using, selling or importing your **original** literary, artistic, musical or dramatic work.

### EXAMPLES

- Words
- Designs
- Tastes
- Scents
- Colours
- Modes of packaging
- Textures
- 3D shapes
- Moving images

\*or a **combination** thereof.

- Product  
ex: door lock
- Process  
ex: method for making door locks
- Machine  
ex: for making door locks
- Chemical composition  
ex: chemical composition used in lubricants for door locks

\*or **improvements** or new uses of the above mentioned.

- Sound recording
- Web content
- Computer code
- Computer program
- Book
- Software
- Painting
- Photo

### REGION

**Canada**

\*protected locally if not registered

**Canada**

\*must file in other countries if needed

**Canada**

### DURATION

Up to **10 years**

Up to **20 years**

\***not** renewable.

**Life** of the original creator + **70 years** (in general)

### NOTES:

- Apply in Black & White
- Must be in the market prior
- ® if registered
- ™ if not registered

- Monitor marketplace for unauthorized use
- Consider hiring a patent agent
- Grace period of **1 year**

- When work is created it's protected by copyright
- Registering helps with litigation
- Use ©, owners name, year of creation and "all rights reserved"
- Grace period of **1 year**