

AT HOME WITH



INVENTION



Intellectual
Property in
everyday life





At home with invention

In June 1999 the World Intellectual Property Organization recreated in its Information Center a kitchen, living room, and child's room of a simple apartment to illustrate how various aspects of intellectual property form a key part of day-to-day life. "At Home With Invention" ran through June, 2000, and attracted more than 18,000 visitors. This booklet is based on the exhibition.

To go home is to enter a place built and filled with human creativity and invention. From a hand-woven carpet to a sofa, from a clay pitcher to a cut-glass carafe, from the objects and appliances we use for everyday life – the can-opener, the refrigerator, the telephone – to the music, the books, the paintings and family photographs that make us smile; everything with which we live is the product of human creativity.

These things are creations of the human mind – **intellectual property**. They are with us every day of our lives, from dawn to dusk, even as we sleep. They may, like a soft mattress, put us at ease. They may, like an alarm clock, annoy us. They may make us dream – a novel, a symphony, a film – and make us think. Or they may do the thinking for us – a software program, a calculator, a computer.

If we at times take them for granted, we are often times amazed. We are always enriched. The daily chores become easier and the varieties of entertainment and pleasure increase. In all of our activities, we are surrounded by these fruits of creativity; they form an integral part of our lives. We are very much at home with invention.

Intellectual property – the fruits of human creativity and invention – is divided into two categories. The first is **industrial property**, which includes inventions, trademarks, industrial designs, and geographic indications of source.



INDUSTRIAL
PROPERTY

The second category of intellectual property is **copyright and related rights**, which includes a broad array of literary and artistic works, ranging from newspaper articles to novels, from drawings to paintings to architectural works, from music to dance, from photographs to films, as well as artistic performances.

COPYRIGHT

INVENTIONS

We use elements of industrial property everywhere in the home. **Inventions**, for example.

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

Inventions are protected by **patents**, which provide exclusive rights to the owner of the patent.

This means that the patented invention cannot be made, used, distributed or sold without the patent owner's consent.

Patent protection is granted for a limited time, usually 20 years from the filing date of the patent application. Once a patent expires, the protection ends, and an invention enters the public domain, available for commercial exploitation by others.



INNOVATION



1925



1938



1949-55



1999



1905



1922



1952



1990



1912



1919-25



1970-75



1998

Patents not only provide incentives to individuals by ensuring **recognition** and **material reward**; they also help enrich the total body of technical knowledge in the world. Patent owners are obliged to publicly disclose information on their invention; this provides valuable information for other inventors, as well as **inspiration** for future generations of researchers and inventors.

EVOLUTION

This leads to further invention and **innovation**, as illustrated in the advance of the products at left, many of which are the result of several inventions.



TRADEMARKS



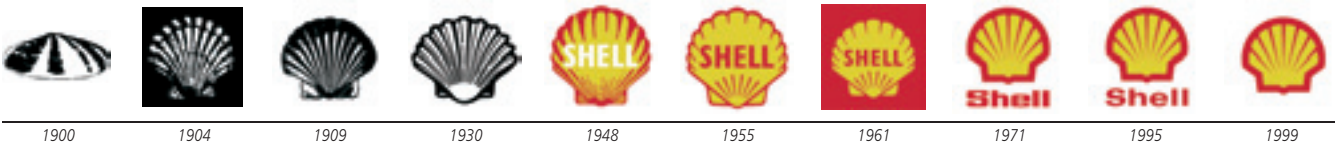
Courtesy of @Shell, @The Coca-Cola Company, and @Vegemite

A trademark is a distinctive sign which identifies certain goods and services. Trademarks date back to ancient times, when craftsmen reproduced their signatures, or “marks” on their products.

A trademark – some well-known examples of which are shown at left – can be any combination of words, letters, numbers, or drawings, images, symbols, or even musical sounds.

A registered trademark provides protection to the owner of the mark by ensuring the **exclusive right** to use it to identify **goods or services**, or to authorize another to use it.

Today’s system of trademark registration and protection helps consumers identify and purchase products with **confidence**, based on a product’s **reputation and quality** – indicated by its unique trademark. A trademark is generally protected for no less than seven years and the period of protection can be renewed indefinitely upon payment of required fees and as long as the trademark remains in use for the given product.



INDUSTRIAL DESIGNS

An industrial design, also known simply as a design, is the **ornamental** or **aesthetic** aspect of an article. The design may consist of three-dimensional features, such as the shape or surface of an article, or two-dimensional features, such as patterns, lines, or color.

Industrial designs make an article attractive and appealing, and add to its commercial value. For that reason they are protected; an owner of a registered industrial design is assured an exclusive right against unauthorized copying or imitation of the design. Protection normally lasts for an initial five years, after which it can usually be renewed for, in most cases, 15 years.

This protection helps economic development by encouraging **creativity** in industry, as well as in traditional arts and crafts. It also helps promote more **innovative** and **aesthetically attractive** products. This can be seen in the illustrations at right and below – over the years, improved designs have helped make telephones and televisions more efficient, more attractive, and more in tune with our needs.

C R E A T I V I T Y



1910



1937



1985



1990



1930



1955



1972



1995

(Courtesy of IBM (Screen telephony))

GEOGRAPHICAL INDICATIONS OF SOURCE



PLACE OF ORIGIN

Names such as **Champagne**, **Roquefort**, **Darjeeling**, **Havana**, and **Chianti** are not only the names of places. They are also geographical indications of source, applied to particular products – in these cases, sparkling wine, cheese, tea, cigars, and red wine – that have particular characteristics closely identified with their geographical **place of origin**.

Because these names – and the products associated with them – often acquire a valuable reputation for a particular quality or characteristic, they are protected by various national laws and international agreements. For this reason, for example, sparkling wine from the Champagne region of France is called Champagne, and other similar products are simply identified as sparkling wine.



Champagne



Roquefort



Darjeeling Tea



Chianti

Courtesy of: La S.A. des Caves et Producteurs réunis de Roquefort (Roquefort Cave Abeille); R. Twining & Co. Ltd. (Darjeeling Tea); Agricola San Felice SpA (Chianti)

A WORLD OF INTELLECTUAL PROPERTY

Inside this refrigerator is a world of intellectual property. The branded food products each carry a **trademark**, assuring the consumer of a particular quality. Their special packaging (canned, vacuum-packed, key-opened containers or “pop tops”) can be both **patented inventions** as well as, in many cases, examples of **industrial designs**. Their various preservation **processes** can be patented as well.

INDUSTRIAL DESIGNS

The plastic food containers for storing leftovers are examples of **industrial designs**, and their method of airtight closing is **patented**.

The mechanical elements of the refrigerator – the parts and processes that keep food cold – are **patented inventions**. The aesthetic elements – the design of the drawers, the shelves, the style and appearance of the temperature controls – are protected as **industrial designs**. Even the refrigerator’s operating manual, as an original written text, is protected by **copyright**.



Courtesy of: De Dietrich (refrigerator); Comalpe SA (Sardines "Bon Appétit"); Carlos Albo SA (Tuna "Albo"); Migros SA (frozen apricots and Röstli Berner)



COPYRIGHT

Copyright describes the rights given to **creators** for their literary, musical, and artistic works, such as novels and poetry, songs and musical scores, paintings and sculpture. Other works protected by copyright include films, choreography, architecture, advertisements, maps, and technical drawings, as well as computer programs and databases. **Rights related to copyright** provide protection for performing artists (such as actors and musicians) in their performances; producers of sound recordings (such as compact discs) in their recordings, and broadcasting organizations in their radio and television programs.

EXCLUSIVE RIGHTS

Copyright provides **exclusive rights** to creators to **use** or **authorize others** to use their works. The creator of a work can **prohibit** or **authorize** its reproduction in various forms, including printing, recording, broadcasting, public performance, translation, or adaptation.

Copyright **encourages human creativity**. It provides **economic rights** to creators, which allow them – or their heirs – to benefit financially from their work, usually for a period lasting



50 years after the creator's death. This provides not only **recognition** for their work but also **incentives** to create more. As they create, we all benefit, through a greater access to and

wider variety of culture, knowledge, and entertainment.

LITERARY WORKS



LITERARY WORKS covered by copyright include novels, short stories, screenplays, poems, and plays; non-fiction works such as histories and biographies; newspaper and magazine articles; reference works such as encyclopaedias and dictionaries; computer programs and databases.

An unpublished work is covered by copyright as well as a published work; in most countries, even spoken works are covered by copyright.

COPYRIGHT

A wide range of **ARTISTIC** works are covered by copyright. These include paintings, drawings, lithographs, etchings, photographs, and sculpture; films, both in cinematic form as well as on videotape and videodisc, are covered; as are

ARCHITECTURAL WORKS, including designs, drawings, and plans.



ARTISTIC AND ARCHITECTURAL WORKS



MUSICAL WORKS, from opera to pop songs to symphonies, are covered by copyright. These include both the written score of a work as well as its melody and lyrics, whether recorded on a compact disc, broadcast over the radio, or performed in a concert hall. Performers of a musical work, such as musicians and singers, are covered by **related rights** in their performances, as are producers of recordings and broadcasters.

MUSICAL WORKS



SIMPLE OBJECTS, PROTECTED CREATIONS

TOYS

This basket of **toys** contains a variety of **industrial designs** – the design, look, and feel of the toys themselves. The **Cat in the Hat** and **Minnie Mouse** dolls represent not only designs; their adventures in books, music, and films are protected by **copyright** as well.



FURNITURE

The design of the bookshelves and bed at right, both simple and practical objects, can be protected as **industrial designs**.

INDUSTRIAL DESIGNS, TRADEMARKS, COPYRIGHT

TRADITIONAL DESIGNS

The design of the hand-woven kilim pictured on the floor at right, from Morocco, could also be registered and protected as an **industrial design**, to ensure rewards for the creator of the design. The cotton bed cover from India also features a native motif which could be registered for protection as an **industrial design**.

Questions regarding the protection of **indigenous and traditional culture, folklore, knowledge, and innovation** are a growing field of study in the intellectual property arena.



COMPACT DISC: CREATIVITY, INNOVATION, EVOLUTION

PATENTED INVENTIONS

Courtesy of: Spokencommunication inside (CD cover)



Compact disc



Jewel box

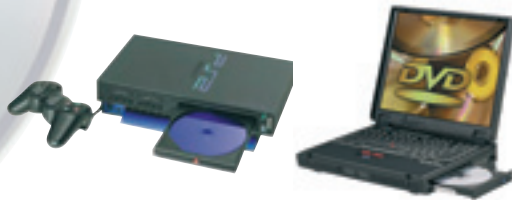


Cover design



CD design

Courtesy of: Sony (Playstation); IBM (DVD player)



Playstation

DVD

The compact disc is another example of the prevalence of intellectual property in a simple, familiar object. The recording and playback processes are **patented inventions**; the music or software contained on the disc is protected by **copyright**, as is the artwork and design on the cover; the “jewel box” case is not only an **invention** but an **industrial design** as well.

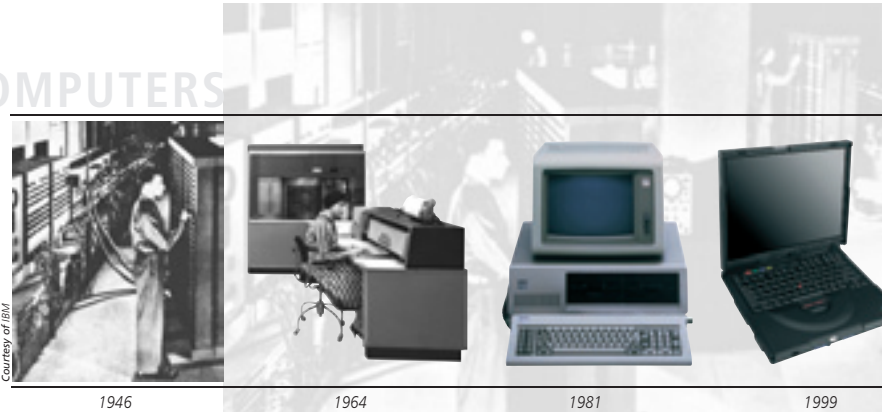
CD technology, first commercially exploited in the 1970s for the reproduction of music, has been adapted for software programs, computer games, databases, and interactive educational tools. The technology has further evolved to allow the reproduction of full-length feature films for home viewing on digital discs, also known as DVDs.

TECHNOLOGY & INNOVATION: CHANGING OUR LIVES...

Perhaps no invention in recent times has revolutionized the way we live as much as the computer. Once large enough – by necessity – to fill an entire room, **technological innovation** has brought about equally powerful computers that now fit into the palm of one's hand.

The development of the personal computer, or PC, in the 1970s, brought the computer into the home. This arrival has had a profound impact on our day-to-day lives.

With the growth of the Internet and the World Wide Web, linking **computers** and **people** around the world, we are witnessing another, far more dramatic revolution: in how we communicate with each other, in how our children learn, in how we use and enjoy the products of **human creativity**.



... AND CHANGING OUR HOMES

These innovations are changing the **nature** of our homes as well. The home of the not-so-distant future will be an "intelligent" home, a **networked** home. A home in which the various inventions and everyday appliances – the refrigerator, the telephone, the oven, the vacuum cleaner, the television – are linked together, like branches on a tree.

NETWORK

From the kitchen, the bedroom, or even an office miles away, we will be able to communicate with these objects, via a computer network similar to the Internet. We will be able to program the cleaning of the house, order up the contents of dinner, or schedule the viewing of a film (delivered, digitally, via the same network) all at the touch of a button.

This home of the future will no doubt be intelligent; full of smart tools, more complicated, yet serving to simplify our lives. But as with everything with which we are surrounded at home – appliances or art, music or machines, sophisticated or simple – they are all of the same essential source. They are the fruits of human invention.



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WIPO thanks the following companies whose generosity made the exhibition "At Home With Invention" possible:

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