

What You'll Learn in This Course

First, we want you to know that this course is not intended to turn you into an Intellectual Property expert. It is to help you understand the basic elements of IP law you need to know to help you protect your creative work. This course is divided into three major sections. Section one covers the basic elements of Patents. Section two will help you understand the power of Trademarks. Section three covers Copyrights.

In the section on patents, you'll learn the three different kinds of patents and the requirements for obtaining a patent. You'll learn the difference between a Provisional patent and a Non-Provisional patent. You'll learn how much it costs to apply for a patent and how much attorneys typically charge you to file an application for a patent with the United States Patent and Trademark Office. You'll learn how to do your own patent search so you can find out if your idea has been patented before. Finally, you'll learn how to spot disreputable companies that claim they'll help you get a patent and will market your patent to industry.

In Section two covering Trademarks you will learn the difference between common law trademarks and nationally registered marks. You'll learn how much it costs to file your application to register your mark. You'll learn about the five different categories of trademarks and why your mark needs to be distinctive to be valuable. You'll learn about the importance of trade dress and how it can protect the look and feel of your product and packaging. You'll learn about exotic trademarks and how trademarks that appeal to the senses can give you valuable long-lasting protection. You'll learn about trademark solicitation scams and how to spot them. Finally, you'll learn the advantages of hiring a lawyer to help you apply for your trademark.

In Section Three covering Copyrights, you'll learn what kind of creative work is protected by copyright and what is not protectable. You'll learn how much it costs to apply for a copyright. You'll learn the difference between a Single Application for copyright, and a Standard Application. You'll learn the answers to frequently asked questions about copyrights. You'll learn how to navigate the Copyright Office website so you can register your own copyright without needing a lawyer. You'll learn how to use what are called Circulars to help you with detailed points of the law. You'll also learn about the concept of Fair Use and when it is possible to use someone else's work, or they to use your work without permission. Finally you'll learn about something called work Made for Hire, an important part of copyright law that defines who owns the copyright when one person hires another person to do creative work.

That concludes this description of what you'll learn in the three major sections of this course covering Patents, Trademarks and Copyrights. You can learn much more by becoming familiar with the United States Patent and Trademark Office Website and the Copyright Office Website. Okay, so let's get started with our first lecture.