

# Types of Intellectual Property (IP)

*What type of intellectual property might I have? How can I protect it?\**

IP	Definition	Common Examples	Requirements	How Obtained	Term	Provides Protection From
<b>Utility Patent</b>	<i>Utility</i> of process, machine, manufacture, or composition of matter	Tesla battery technology	Novel, useful, non-obvious	Examination by USPTO	20 years from filing (priority) date	Products with same (or similar) functional aspects, processes, or methods
<b>Design Patent</b>	<i>Aesthetics</i> of consumer products	iPhone aesthetic	Novel, ornamental, non-obvious	Examination by USPTO	15 years (from issuance)	Products with same (or similar) look
<b>Copyright</b>	Creative authored works including literary, audiovisual, sound/musical, pictorial	Harry Potter books	Original, human expression in a fixed medium	By common law; registration with US copyright office for additional rights	Life of author +70 years; depends on creation date for existing works	Works that are substantially similar or copied without permission
<b>Trademark/ Trade Dress</b>	Marks identifying and distinguishing products; includes words, symbols, logos, designs	Nike Swoosh	Distinctive marks that distinguish and avoid product confusion	By common law or registration with USPTO	While in use and enforced	Trademark dilution that can harm the brand's public perception
<b>Trade Secret</b>	Formulas, processes, strategies, customer lists, R&D data	Coca-Cola recipe	Must label and take other steps to keep secret	Create trade secret and keep confidential to a small group	While kept confidential	Theft, breach of contract, economic espionage

*\*Table based on US federal law. Other countries may vary.*

**Considerations for Lurie Children's Employees**

- Disclosure of all potential intellectual property is required per policy
- Email [i2i@luriechildrens.org](mailto:i2i@luriechildrens.org) so we can help you protect your IP!