

U2.07 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is intellectual property (IP)?

Ideas and creations with value that come from creativity, knowledge or innovation and can be legally protected.

CARD 2

How is intellectual property different from a physical asset?

IP is intangible and comes from ideas or creativity rather than being a physical object such as machinery or buildings.

CARD 3

Give four examples of intellectual property used by businesses.

Examples include brand names, logos, inventions, product designs, website content, software and advertising material.

CARD 4

What are three broad areas in which businesses can create IP?

Brand and marketing, creative content, and products or innovation.

CARD 5

Why can intellectual property be commercially valuable?

It can attract customers, build recognition, differentiate the business and create competitive advantage.

CARD 6

What does copyright protect?

Original creative works such as music, videos, books, artwork, photographs, websites and software.

CARD 7

What do patents protect?

Inventions, new products, methods or useful processes.

CARD 8

What do trade marks protect?

Names, logos, symbols, words, phrases or other signs that identify a business, product or brand.

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