U2.08 - Print & Cut Flashcards

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

CARD 1

What is the overall purpose of IP laws in Australia?

To protect, reward and encourage innovation and creativity.

CARD 2

Why do IP laws protect original work?

So creators and businesses have a better chance to benefit from their work instead of having it immediately copied by others.

CARD 3

What does protection mean in relation to IP laws?

Protecting original creations, inventions, branding and designs from unauthorised copying or misuse.

CARD 4

What does reward mean in relation to IP laws?

Allowing creators and businesses to receive commercial benefit from the time, skill and money they invested.

CARD 5

What does encouragement mean in relation to IP laws?

Encouraging people and businesses to keep creating and innovating because their work can receive legal protection.

CARD 6

What are three ways IP laws help businesses?

They protect brands from copying, encourage investment in innovation, and allow businesses to earn commercial returns such as licensing income.

CARD 7

How do IP laws benefit creators?

Creators have a better opportunity to receive recognition and financial benefit from their original work.

CARD 8

How do IP laws benefit consumers?

They can help consumers identify genuine brands and products and reduce confusion with copies.

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CARD 9

How can IP laws benefit the economy?

They can encourage innovation, investment, new businesses, employment and commercial activity.

CARD 10

What is WIPO?

The World Intellectual Property Organization, which supports international cooperation on intellectual property.