U2.09 - Print & Cut Flashcards

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

CARD 1

What does copyright protect?

Original creative works such as writing, music, films, photographs, artwork, software, websites and other content.

CARD 2

Give three key features of copyright.

Protection is generally automatic in Australia; it protects original expression; and copyright can be licensed, sold or assigned.

CARD 3

How can copyright benefit a business?

It helps a business control original content, reduce unauthorised copying and earn income through commercial use or licensing.

CARD 4

What does a patent protect?

A new invention or a new and useful way of doing something, such as a product, process, device or technical method.

CARD 5

Give three key features of a standard patent.

The invention must be new; it must be useful; and it must involve an inventive step.

CARD 6

How can a patent benefit a business?

It can reduce copying of an invention, help recover research and development costs, and support licensing, investment or sale value.

CARD 7

What does a trade mark protect?

Brand identity, including names, logos, words, phrases, symbols, shapes, sounds or other signs that identify goods or services.

CARD 8

Give three key features of a registered trade mark.

It identifies the source of goods or services; it helps prevent customer confusion; and registration lasts 10 years and can be renewed.

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CARD 9

How can a trade mark benefit a business?

It helps protect brand recognition, reputation and goodwill by reducing the risk of competitors using confusingly similar branding.

CARD 10

What does design protection cover?

The visual appearance of a product, including its shape, configuration, pattern or ornamentation - how it looks rather than how it works.

CARD 11

Give three key features of a registered design.

It protects appearance rather than function; it can last up to 10 years; and certification is important for stronger enforcement.

CARD 12

How can design protection benefit a business?

It can protect product differentiation and shelf appeal by making it harder for competitors to copy a distinctive visual appearance.

CARD 13

Does copyright need to be registered in Australia?

No. Copyright protection generally arises automatically once an original work is created and recorded in material form.

CARD 14

How long can a standard patent last in Australia?

Up to 20 years from the filing date if renewal fees are paid. Some eligible pharmaceutical patents can extend to 25 years.

CARD 15

What is the PCT?

The Patent Cooperation Treaty is a WIPO system that allows applicants to begin seeking patent protection in many countries through one international application pathway.

CARD 16

What is the Madrid System?

A WIPO system that allows trade mark owners to seek protection in multiple countries through one international application pathway.