

# The role of IP in the growth of SMEs

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# INTELLECTUAL PROPERTY

- Requires registration except copyright
- Exclusive rights i.e. monopoly
- Jurisdictional

# TRADEMARKS

1. Exclusive rights of the mark on goods specified
2. What marks?
3. Branding
4. Price differentiators & Market share
5. Franchising

# PATENTS

1. Exclusive right as per the patent specification
2. What is patentable? Invention
3. True monopoly
4. Technology transfer

# DESIGNS

1. Exclusive right on the product design
2. Must be new
3. Example: prayer table; electric candle, joss stick
4. Competitive edge

# COPYRIGHT

1. Exclusive rights on the work created
2. Subject: Literary, Artistic and Musical Works.
3. Creative Industry & IT Industry
4. Others - issues to address
  - A. Software
  - B. Music
  - C. Photos

# COSTS

- Assets
  - Trademarks
  - Copyright
  - Designs
  - Patents
- Legal costs (RM)
  - ~2.5K - 10 years
  - ~2K - 50 years
  - ~3K - 5 years
  - ~70K - 20 years

# Questions & Answers



# Thank You

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